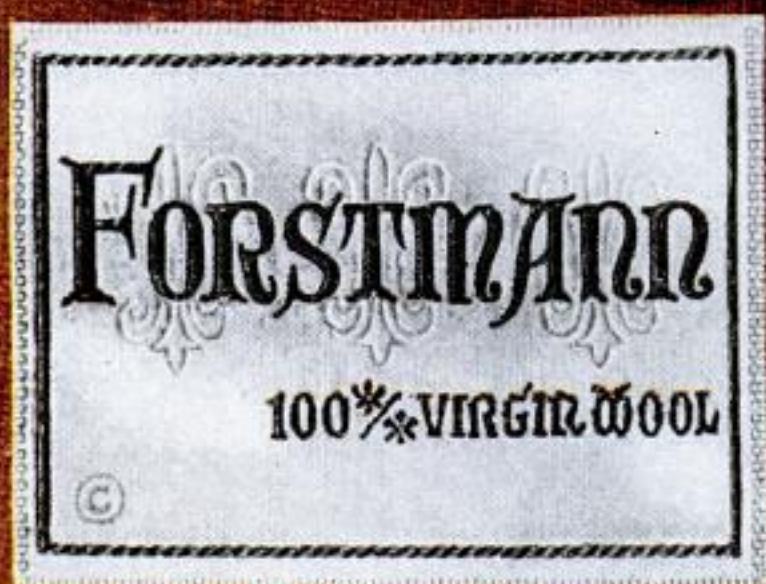


LIFE



INGRID BERGMAN
IN "JOAN OF LORRAINE"

DECEMBER 2, 1946 **15** CENTS
YEARLY SUBSCRIPTION \$5.50



THIS LABEL IDENTIFIES THE
FINEST WOOLENS IN THE WORLD



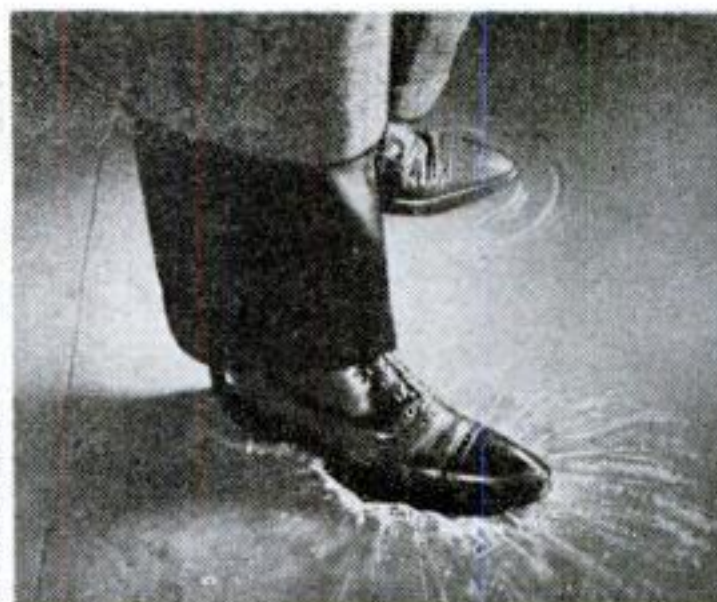
FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

COLDS

develop in
many ways...



GERMS called the "secondary invaders," are believed to be responsible for much of a cold's misery. These may be transferred to you in tiny droplets of moisture if you get in the way of a cough or a sneeze.



WET FEET or cold feet may lower body resistance, and so make it easier for the "secondary invaders" to invade the throat tissue and produce the miserable complications you know so well.



DRAFTS, fatigue, and sudden changes of temperature may also make it easier for germs to stage a "mass invasion" of the throat tissue. Reduction of germs is an important step in warding off a cold.



Gargle

LISTERINE ANTISEPTIC

Quick!

At this time of year, when wet, cold weather is giving cold germs a helping hand, it's just sound common sense to make the Listerine Antiseptic gargle a night and morning habit . . . and to increase the frequency of the gargle when a cold threatens.

Listerine Antiseptic reaches way back on throat surfaces to kill millions of the "secondary invaders." These are the germs, according to some authorities, that cause much of the misery of a cold.

Guard against Germ Invasion

Used frequently during the 12 to 36-hour "incubation" period when a cold may be developing, the Listerine Antiseptic gargle can often help guard against the mass invasion of germs and nip trouble in the bud.

Actual tests have shown germ reductions on mouth and throat surfaces ranging up to 96.7% fifteen minutes after a Listerine Antiseptic gargle, and up to 80% an hour after.

Fewer Colds in Tests

This germ-killing action, we believe, helps to explain Listerine Antiseptic's impressive test record in fighting colds. Tests made over a 12-year period showed this remarkable result:

That those who gargled Listerine Antiseptic twice daily had fewer colds and usually had milder colds than those who did not gargle . . . and fewer sore throats.

LAMBERT PHARMACAL Co., St. Louis, Mo.

LISTERINE ANTISEPTIC REDUCED GERMS UP TO 96.7% IN TESTS

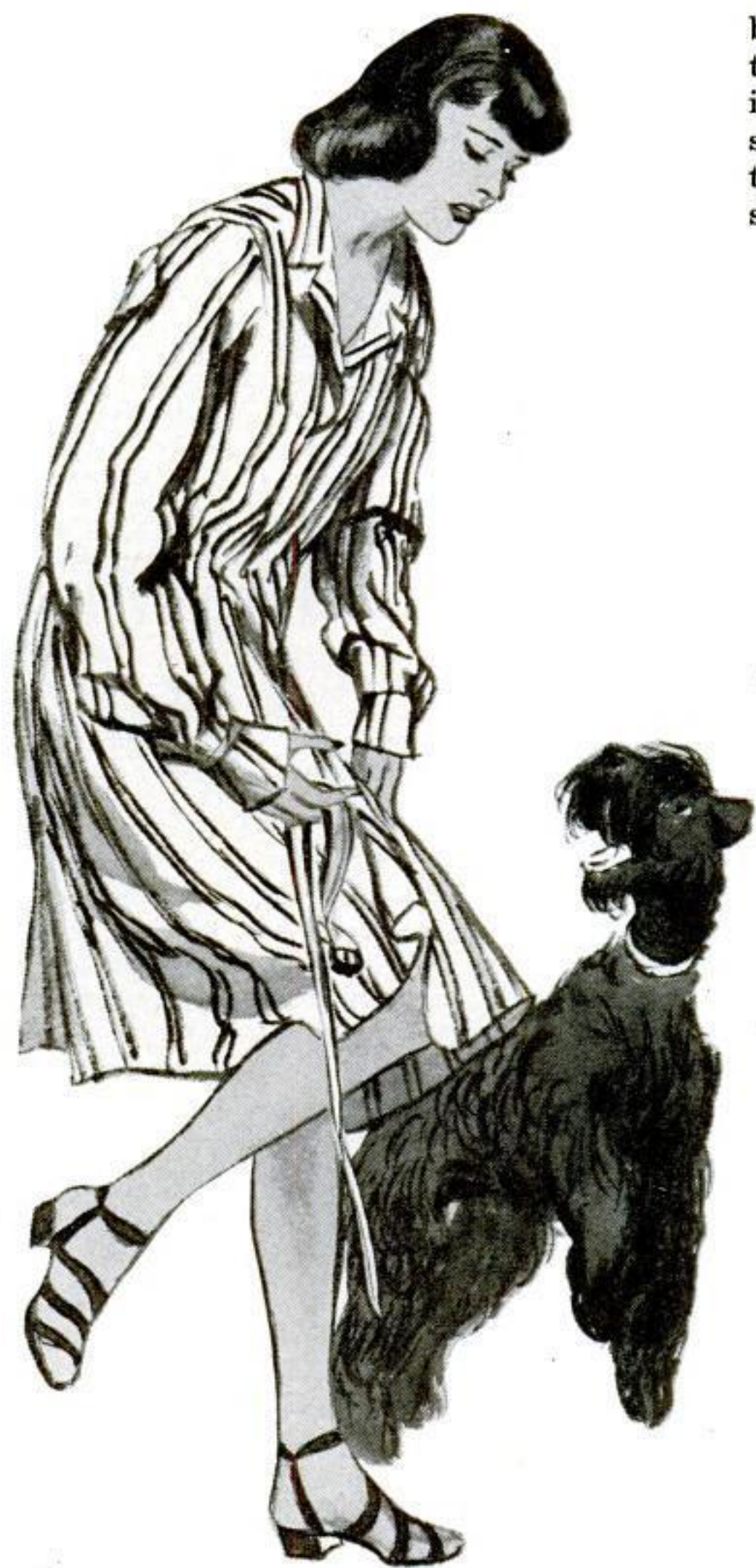
Threatening "Secondary Invaders" which Listerine Antiseptic attacks



TOP ROW, left to right: Pneumococcus Type III, Pneumococcus Type IV, Streptococcus viridans, Friedlander's bacillus. BOTTOM ROW, left to right: Streptococcus hemolyticus, Bacillus Influenzae, Micrococcus catarrhalis, Staphylococcus aureus.

Forgive Her, she's only a woman

"Why didn't my husband tell me?" Don't blame *him*! Everybody—even women—ought to know by now that the Shrinkage Problem is solved very simply. In dresses, just as in shirts, you *demand* a "Sanforized" Label. It's the one sure way to keep a dress in size, in style, in *use*!



"It seemed such a sensible idea!" Sensible? Wake up, lady! That idea of buying a dress too big, to allow for shrinkage... why, *nobody's* using it now! Match your pretty figure, inch for inch, with a pretty dress tagged "Sanforized." The perfect fit stays perfect through countless trips to the tub.



"Well, some of us learn our lessons!" Now don't be smug, my girl, just 'cause you're smart. If your last year's cotton still fits like a dream, thank the tag that said "Sanforized." That "Sanforized" tag keeps company with \$2 dresses as well as with \$20 ones. Never buy a cotton dress without it, no matter what you pay.



To keep on looking smart,
it's got to keep on fitting.



•SANFORIZED•

REG. U.S. PAT. OFF.

Fabric Shrinkage less than 1% by
the Government's Standard Test

Look for this label as
the sure way to avoid shrinkage.

"Sanforized"...the checked standard of shrinkage. The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by users of the mark.

Cluett, Peabody & Co., Inc.



RCA Victor "Eye Witness" television receiver shown above, gives you 52 square inches of picture brilliance.

A referee's eye view of every play – by Television!

You feel as though you were right there at the game—when you see it through RCA television.

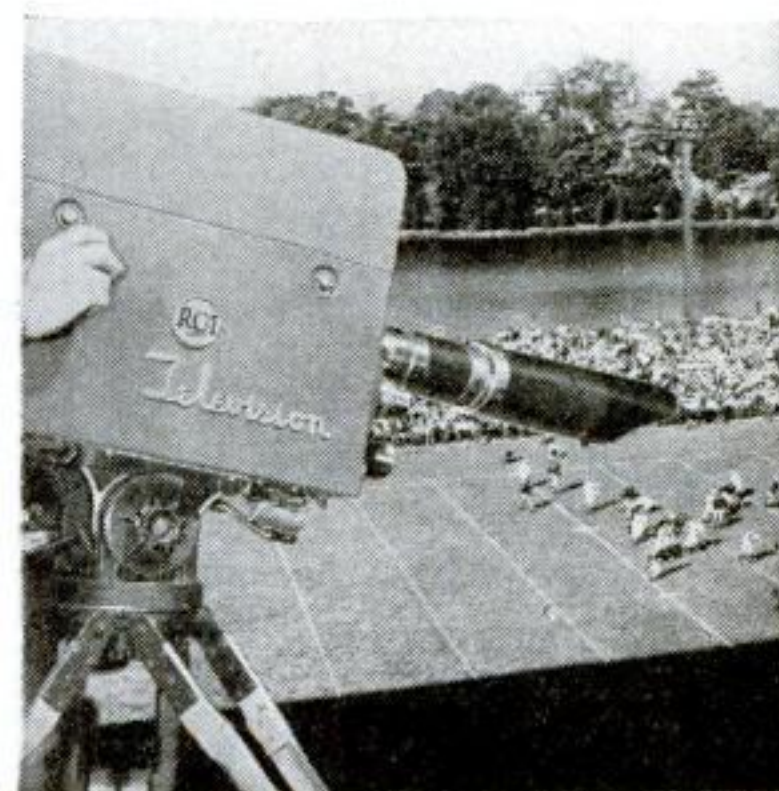
Football fans as far as 250 miles away from the stadium have enjoyed watching many of the big games this fall through NBC telecasts. And football fans become television fans when they see how closely the camera follows the ball.

At the game, the sensitive RCA Image Orthicon television camera sees every line plunge, kick, pass and run. It may be a cloudy day or the sun may go down but you still see a bright, sharp image—thanks to this amazing RCA Image Orthicon camera. It's right there bringing you the final play!

On the screen of your RCA Victor home television receiver none of that bright sharpness is lost. For after you've tuned in the game, the new RCA Victor "Eye Witness" Picture Synchronizer automatically "locks" the picture in tune with the sending station—eliminates any wavering or distortion—assures you of *brighter, clearer, steadier* pictures.

For television at its best, as pioneered at RCA Laboratories, you'll want the receiver that features the most famous name in television today—RCA Victor.

Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.



RCA Image Orthicon television camera—developed at RCA Laboratories—makes close-ups out of long shots. It enables television to go anywhere by freeing it from the need for strong lights or bright sunshine. Even dim scenes in autumn twilight can now be brought to you over television—direct from the distant gridiron!



RADIO CORPORATION of AMERICA

This One



TTSS-9DT-U8EQ

Copyrighted material

"PROTECTING THE AMERICAN HOME"



Ira Allen, Founding Father of Vermont, was a rich man for his day. Largest single landholder in the state, he owned whole townships—gave one, Irasburg, to his wife as a wedding present. Yet he was land poor . . . never could lay his hands on any ready money. He died penniless in Philadelphia in 1814.

*He owned a town...
yet couldn't afford to retire!*

Irasburg, Vermont
Sunday night

Dear Son:

Your mother and I are spending the night in this pretty little town, once owned outright by the famous Ira Allen. Poor fellow! With all his wealth, he couldn't afford to retire—all his eggs in one basket!

We were glad to hear the new job is going so well. At the risk of appearing an old butt-in-sky, let me suggest you start thinking pretty seriously about a retirement program of your own. I know you're young yet, but the earlier you start, the easier it is. I didn't get going until I was nearly forty, and the sledding was a little tougher. But without it we'd never be able to do all the pleasant things we enjoy now, like this motor trip.

One more thought, when you do set up your retirement program, be sure to hook up with a good, sound company like mine—the National Life of Vermont. It's a mutual company, too, which means lower cost!

Well, time for bed. We're looking forward to your next weekend home.

Love, DAD

P. S. In the meantime, be sure to keep up your National Service Life Insurance. That's a bargain you can't afford to let go!

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—**VERMONT**
MONTPELIER,

A Mutual Company, founded in 1850, "Solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON NOW

NATIONAL LIFE INSURANCE CO., DEPT. L-123, MONTPELIER, VERMONT

Without obligation, please send me your booklet, showing how I can guarantee myself an income for life.

Name.....

Business or Home Address.....



LETTERS TO THE EDITORS

THE ATOMIC STAKES

Sirs:

Congratulations to LIFE and John Jessup for "The Atomic Stakes" (LIFE, Nov. 11). I wish it were required reading for every person in this country. Until and unless the citizens of this country stop adopting the attitude "let George do it," they will continue to find themselves behind the eight ball. Let us support our men and all men of goodwill in the U.N. by every power at hand. Public opinion can make our world a peaceful world. . . .

JAMES C. MURPHY

North Andover, Mass.

JIMMY GARVIN

Sirs:

Regarding the picture of Jimmy Garvin (LIFE, Nov. 11) I wish to make some comment: How in this day and age can a young boy of 13 years dare wear his hair so long? . . . That style of hairdo was all right back in the days of Mozart and Beethoven, but this is 1946! If more young boys grew their hair long, we wouldn't know what kind of a younger generation we had.

W. A. ADAMS JR.

East Braintree, Mass.

Sirs:

You showed a picture of a long-haired boy, Jimmy Garvin of Washington, D.C. Looks as though Jimmy's aversion to barbers has finally paid off.

In this morning's paper I was attracted to a very short article about a long-haired boy. Sounded familiar and, sure enough—our Jimmy! Seems he suffered a minor brain concussion while playing football but the family physician declared his long hair cushioned the blow and prevented more serious injury.

HELEN M. WENDELIN

Salt Lake City, Utah

CONTINUED ON PAGE 7

LIFE is published weekly by Time Inc., 540 N. Michigan Ave., Chicago 11, Ill. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Post Office at Chicago, Ill. under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions \$5.50 a year in U. S. A. and Canada.

Subscription rates: U. S., Alaska, Hawaii, Canada, Newfoundland, 1 yr., \$5.50; 2 yrs., \$10.00; 3 yrs., \$13.50. LIFE International edition (fortnightly) for Canal Zone, Puerto Rico, Virgin Islands, 1 yr., \$4.50; all Pan American Postal Union Countries, 1 yr., \$6.00; United Kingdom, 1 yr., \$8.00; all other countries, 1 yr., \$7.50.

Change of Address: Four weeks' notice is required. When ordering a change please name magazine and furnish the stenciled address from a recent issue. If unable to furnish stencil imprint please state exactly how magazine is addressed. Change cannot be made without the old as well as new address.

Address all subscriptions and correspondence concerning them to: LIFE Subscription Dept., 540 N. Michigan Ave., Chicago 11, Ill.

Address all editorial and advertising correspondence to: LIFE, Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y.

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LIFE
December 2, 1946

Volume 21
Number 23

Fight a little...



Play a little...



Love a Lot!!



that's Loretta David Young · Niven IN HAL WALLIS' PRODUCTION "The Perfect Marriage"

with
Eddie ALBERT · Charlie Ruggles · Virginia Field
Rita Johnson · Zasu Pitts

Directed by LEWIS ALLEN · Screenplay by Leonard Spigelgass
A PARAMOUNT PICTURE

"You'd better see 'The Perfect Marriage.'
It comes pretty close to being the perfect comedy." —Jack Moffit, ESQUIRE



Set each G-E Bedside Control once a season. At night, just turn blanket on. Guards sleeping comfort from bedtime to breakfast—*every night!* Even sudden weather whimsies won't interrupt refreshing slumber. If room temperature changes, G-E Exclusive Control adjusts *automatically!*



One gift sure of a double welcome! Newest G-E Automatic Blanket with exclusive Two-Control feature, Perfect present for couples who've argued nightly over covers needed. Two Controls—one for each half of G-E Blanket. Wife can have warmth *she* wants. Husband can have warmth *he* wants.

This Christmas you can give (and get) blissful G-E AUTOMATIC SLEEPING COMFORT!

G-E Automatic Blanket keeps you snug under feather-light weight. Adjusts to weather changes Automatically! One-Control or New, Exclusive Two-Control Models!

Blessed Christmas gift for every member of the family! *Automatic* sleeping comfort! Sweet, *undisturbed* sleep, made possible by General Electric's Automatically Controlled Blanket!

So easy! Just *once a season* you set the Exclusive G-E Bedside Control for the blissful, nightlong warmth you prefer.

Regardless of how the room temperature may change during the night, you're sunny-warm under

your G-E Automatic Blanket . . . Bedside Control adjusts *automatically!*

And for couples craving separate degrees of sleep-wooling warmth, G. E. leads again with the *exclusive* Two-Control Automatic Blanket. Wife sets *her* control for the warmth she wants. Husband sets *his* for the warmth he wants. Both can be cozy under one cloud-light G-E Automatic Blanket.

No more "weigh-you-down" covers! One 5-pound G-E Automatic Blanket takes the place of three regular blankets (about 15 pounds)! Fits any bed!

Pre-warms your bed, from corner to corner. Just before "turning in"—turn on your G-E Blanket.

Average operating cost—only 2 cents a night:

Hint to gift shoppers: G-E Blankets are on so many Christmas lists that stocks are dwindling fast! See them *now*, at better stores everywhere. General Electric Company, Bridgeport 2, Conn.

Made to rigid General Electric Safety Standards—
and Approved by Underwriters' Laboratories, Inc.

G-E Automatic Blankets

FIRST IN SLEEPING COMFORT

GENERAL  ELECTRIC



So soft—so beautiful! G-E Blankets are like sun-warmed clouds, in dreamy blue, rose, green, or cedar. Deep bindings of luxurious rayon satin. 72 x 86 inches of Automatic Sleeping Comfort in *one* extraordinary blanket . . . can be as warm as three ordinary blankets. Enduring quality you can count on for years!



Big gift—big savings! G-E Automatic Blanket saves buying extra bedding; winter night clothes. Launderers beautifully . . . cuts laundry bills (washing instructions with Blanket). G-E Automatic Blankets are *nationally* priced—only \$39.95 for One-Control model, \$49.95 for Two-Control. Both plus tax.



EVENING BLOUSE BY TRIGERE

Du Barry Beauty Kits made for Her

Once a woman gets a DuBarry Beauty Kit...beauty is hers for keeps.

It's a cache of those wonder-working beauty preparations used in the famous Success School. A compact case planned for career girls and all beauties on-the-go.

The larger kits are wonderful for week-end trips, longer travels. Smaller kits do desk-drawer duty...are on call every minute.

Listen to Richard Hudnut's Jean Sablon Program every Saturday evening 7:15 P. M. E. S. T. Columbia Broadcasting System.



Simulated red alligator-grain kit...a compact, convenient bag of beauty tricks to carry always, \$10.00.

Leather-trimmed houndstooth kit...an overnight "necessary" with removable tray; ample room beneath, \$30.00.

Green genuine leather traveling case, richly lined...to take on week-ends or around the world, \$75.00.

Even the smallest DuBarry Kit contains Lipstick, Rouge, Face Powder, Foundation Lotion, Skin Cream, Skin Freshener, and Cleansing Cream; the larger kits, even more! Other DuBarry Beauty Kits from \$7.50. (All prices plus tax)



Richard Hudnut New York • Paris

Each sip is good
morning news

WITH AN
EXTRA FOR
YOU!



EXTRA!

SUNSWEEP HELPS
KEEP YOU
REGULAR, TOO

SUNSWEEP
PRUNE
JUICE



Prepared and distributed by the
makers of Mott's Fine Fruit Products

LETTERS TO THE EDITORS

CONTINUED

NOGUCHI

Sirs:

Most significant to me about Mr. Noguchi's conception of man (LIFE, Nov. 11)—apart from its great beauty—is the fact that it can be reduced to a meaningless pile of matter in only three minutes. This seems quite appropriate for a time which has sudden and complete destruction ever present—just waiting.

IVAN M. FINKELPEARL

Great Lakes, Ill.

Sirs:

We couldn't help but wonder: Did Noguchi name his "conception of



man's existence" before or after he learned to take it apart in three minutes?

BETTY UNGER
LEON PHILIPSON

St. Albans, N.Y.

Sirs:

I would say that Noguchi's "man-kind" was cut from \$55 worth of pink elephants.

JOHN LAUGHLIN

Providence, R.I.

OUR GERMANY

Sirs:

Your editorial (Nov. 11) contained a very ironic assumption.

In direct contradiction to the references on the American success in restoring democracy to the Germans stands the sociological fact that the people of the fatherland had no tradition of democracy. Even under the Weimar Republic the stronger philosophy was that of the Prussians. The liberals of the time were so impressed by their importance that they split hairs over definitions and allowed Hitler to come into power.

The period of the republic was a sterile one. There was no great desire to consider everyone else on an equal political status. A people whose guiding impulse is the desire to rule never understands democracy. Democracy goes no better in the hands of cartelists than religion does among the money-changers in the Temple.

SIMON LEVIN

Rutgers University
New Brunswick, N. J.

DETROIT

Sirs:

... When Lincoln Barnett referred to my beloved village as a remote cultural center in his Close-up on Lindsay and Crouse (LIFE, Nov. 11) he hurled a blob of mud upon her fair escutcheon which cannot be ignored.

Really, we're not half so remote as Omaha, and I'm willing to bet we're nearly twice as cultural. Why, we've got the biggest symphony orchestra and public library between Port Huron and Toledo. Heck, we're even



Don't they make a
handsome pair!



• Sure winner for a man's Christmas, this thoroughbred billfold by Prince Gardner is the nation's favorite. Featuring the famous Registrar detachable photo-pass case, this slim beauty is styled in smooth, long-lasting leathers. Here's the gift for him! \$7.50 plus tax. Others to \$30.

The Key-Kit—perfect match to his billfold. Zip closure, easy flick-of-the-thumb removable key-hook. Double window for driver's license and owner's card. \$3.50.

Prince Gardner
REGISTRAR

in genuine California Saddle
and other fine leathers



AMERICA'S FASTEST SELLING BILFOLD

CONTINUED ON NEXT PAGE



MAKE the head-giver happy. Give him comfort, give him style, give him a sport shirt that gives him that well-dressed feeling—a "B.V.D." Ruggers Shirt. B.V.D. tailored it for men who love casual looks and freedom-in-action. He'll look right wherever he wears this shirt—thanks to the two-way collar that's correct with or without a tie. Remember—in sport shirts, swim trunks, pajamas and underwear, "Next to myself I like 'B.V.D.' best!"

B.V.D. RUGGERS SHIRTS

BRAND

Pajamas • Swim Trunks • Sportswear • Underwear

B.V.D. AND RUGGERS ARE TRADE MARKS OF THE B.V.D. CORPORATION AND ARE REGISTERED IN THE UNITED STATES PATENT OFFICE

LETTERS TO THE EDITORS

CONTINUED

ahead of you boys on Lindsay and Crouse. Where do you think *State of the Union* opened anyway?

It wasn't in Podunk.

SAUL BROWN

Detroit, Mich.

● No, indeed. It was in Detroit. —ED.

NAMELESS GIRL

Sirs:

The "girl without a name" (LIFE, Nov. 11) looked very familiar to me. Her name is Linda Bowers—she worked for me as a second maid for about four months. She lived at 830



South Michigan Ave. One day in January 1942 she didn't appear for work and a little later her landlady called me to locate her. She had left suddenly with two soldiers and another girl.

I always liked her and she was perfectly honest with me. She was very pretty—dark brown hair, fair skin and blue eyes. As I remember, she was an orphan and about 17 or 18 when she came to us. I wish I could have helped her.

RUTH L. BINNS

Chicago, Ill.

Sirs:

On Nov. 13 my husband and I picked up a girl hitchhiking in Iowa. She told us she was going to Whitefish, Mont. We took her as far as Great Falls, Mont. She seemed broke and hungry. She was with us on the road two days. She said her name was Linda Milk Edwards. Even though she told us nothing about herself we liked her. We are sure the girl is the same one pictured in your Nov. 11 issue under the caption "Girl without a Name."

MRS. JIMMY DELL

Great Falls, Mont.

Sirs:

... I am reasonably sure the nameless girl whose picture appeared on page 46 of LIFE, Nov. 11 issue was employed as a waitress at the Vista Cafe, Kalispell, Mont., at least during the week of Aug. 18 to 24, this year.

E. S. ANNAS

Helena, Mont.

● Last week in Houlton, Maine, a young farmer named Brooks Atkinson saw "Susan Bowers'" picture in the sheriff's office, identified her as his sister. Meanwhile, Susan's attorney let her out of a taxicab near New York's George Washington bridge, and she disappeared completely.—ED.

KING FOR A DAY

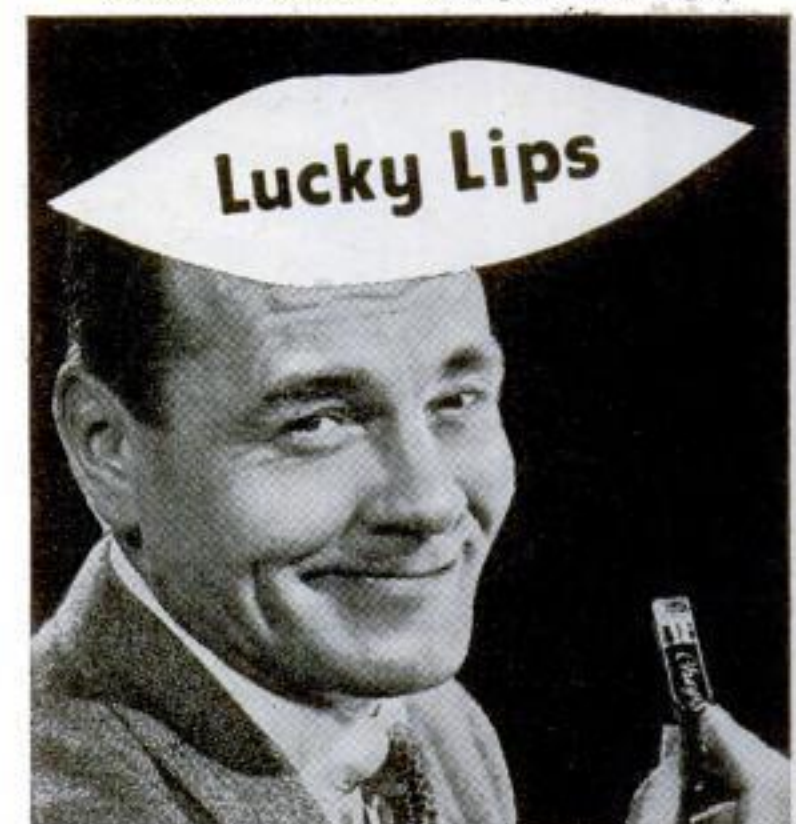
Sirs:

In your article entitled "King for a Day" (LIFE, Nov. 11) one of the pictures reads, "Royal entertainment is

CONTINUED ON PAGE 10



Heading for Florida, Arizona, or Sunny California? Be sure to take specially medicated 'CHAP STICK' along on your trip. 'CHAP STICK' for sun parched lips



Give your lips a break. Use famous 'CHAP STICK' at the first sign of lip chap. Its results are swift and lasting. 'CHAP STICK' for chapped lips



"Our pop says 'CHAP STICK' was his buddy when he fought the war." This famous lip balm was the 10 to 1 favorite of our Armed Forces. 'CHAP STICK' for everyone in the family



If you travel this winter take 'CHAP STICK' with you. When change of climate or altitude makes lips act up—When desert sun or tropical weather causes lip parch—When wintry winds cause chapped, cracked lips—Use handy 'CHAP STICK' for quick, soothing comfort. Your lips will thank you.

Copyright 1946
Chap Stick Co.
Lynchburg, Va.



Snap into winter...



with dependable
CHAMPION
SPARK PLUGS



Prepare your car for winter driving by having your dealer check your spark plugs now. If they have lost their efficiency, insist on new Champion Spark Plugs. They will insure instant starts, in coldest weather, faster warm-ups and smoother engine performance. Champion dealers everywhere are ready to serve you with the correct size and type for your car to insure maximum efficiency and economy. Snap into winter with dependable Champion Spark Plugs.



FOLLOW THE EXPERTS

DEMAND DEPENDABLE
CHAMPIONS FOR YOUR CAR

He's a regular Wild Indian, but—

MY FLOOR CAN TAKE IT!



It's Tavern-waxed . . . cleans easily, holds its shine!
For Tavern Non-Rub Floor Wax—and Tavern buffing waxes, too—have a special ingredient that comes from the Brazilian palm tree! It's just one of the ingredients that Socony-Vacuum puts into Tavern wax . . . to make the finish last longer with less work. Why, the Tavern shine even resists water spots!

Tavern Non-Rub Wax smooths easily on linoleum, wood, rubber or asphalt tile floors—and it's dry in 20 minutes! Try Tavern Paste and Liquid buffing waxes, too. They clean as they polish . . . bring out the beauty of wood floors . . . protect windowsills, painted surfaces, woodwork, enamel surfaces.



Try these other Tavern Housekeeping Aids

Tavern Furniture Gloss
Tavern Paint Cleaner
Tavern Rug Cleaner
Tavern Parowax or Paraseal Wax
Tavern Dry Cleaner
Tavern Window Cleaner
Tavern Lustre Cloth
Tavern Electric Motor Oil
Tavern Leather Preserver
Tavern Spot Remover



TAVERN HOME PRODUCTS



Typical symbol of hospitality—Mermaid Tavern Rye, England

LETTERS TO THE EDITORS

CONTINUED

provided by singer (in striped dress) . . . "Have nightclub entertainers' clothes hit an all-time low in necklines? Or maybe the so-called striped dress is on backwards?"

R. J. GAROFALO

Philadelphia, Pa.

Sirs:

The "King for a Day" is being entertained by a singer "in striped dress." It appears to me that you should have spelled striped with two p's.

J. HEIMS

New Rochelle, N. Y.

RUBEL'S PURSE

Sirs:

Mr. Rubel should have looked into a lady's handbag before he designed one with only 18 pieces (LIFE, Nov. 11). After all, only \$10,000. How about adding a comb with a diamond crust? And above all, don't forget a small gold gun with a diamond trigger and silver bullets—just to be safe.

BARBARA A. FORCHHEIMER

Columbus, Ohio

Sirs:

Among John Rubel's posh purse collection—what, no watch, memo book, nail file or penknife! All would seem necessary to the type of woman who would use, and could afford, a golden taxi whistle! . . .

ANITA F. WAINER

Philadelphia, Pa.

HOLLYWOOD

Sirs:

In regard to your set of Elisofon photographs in LIFE, Nov. 11, please, never, never print a picture of Lana



Turner and Hedy Lamarr on opposite sides of the same page. I can't see both sides at once.

E. G. BRUNGARD JR.

Norfolk, Va.

● For a simple solution to Reader Brungard's problem see cut—ED.

THE HARTMANS

Sirs:

What is this sudden complex you have against mentioning the name "Hartman" in your Nov. 11 issue? The cover and the style spread on amateur models show dresses that were designed by Iris Hartman—but no mention of her name. The Red, Hot and Blue cartoon in the close-up on Lindsay & Crouse shows the dance satirists Paul and Grace Hartman (brother and sister-in-law of Iris Hartman), but again the caption omits them.

How is a press agent to live with his wife, Iris, and the rest of his family in such a condition?

TED HARTMAN

New York, N. Y.

He'll Adore You

in this engaging new hair-do



Nellie Manley, head hair stylist at Paramount Studios, created this hair-do for VIRGINIA WELLES, currently appearing in Paramount's "Ladies' Man".

Styled for the December

VENIDA HAIR-DO OF THE MONTH

Try this Hair-do on You—write for free directions, or have your hairdresser set it.

Do you find your hair-do hard to keep slick, fresh, well groomed? Well, ladies, the stars of Hollywood have the answer: "Wear a Venida Hair Net and your hair is set for the day." Made by hand of genuine human hair, Venida Hair Nets are all-but-invisible. Choose the precise size, shape and shade to suit your hair-do exactly.

TRY THE HAIR-DO SHOWN ABOVE!

For illustrated directions, and free new brochure: "The Venida Way To Hair Beauty", write Rieser Co., New York 18.



VENIDA Hair Nets

—one of the famous Venida Hair Beauty Aids which include: Lanolin Creme Shampoo, Hair Lacquer, Lanolin Hair Creme, Bobby Pins

REMEMBER: VENIDA RULES THE WAVES

MOTHERS... Vitamin-full, mineral-rich **HEMO** now in 2 delicious forms!



1. The new, extra
chocolaty Liquid Hemo!

2. The original "milk-
chocolaty" Powder Hemo!

CHOOSE EITHER LIQUID OR POWDER!
BOTH GIVE YOU THE SAME GENEROUS
AMOUNT OF VITAMINS AND MINERALS!

JUST 2 GLASSES OF **HEMO** MADE
WITH MILK SUPPLY A FULL DAY'S
NEEDS OF ALL THESE VITAL
VITAMINS AND MINERALS!

IS YOUR FAMILY getting as much nourishment today as it did before the war?

According to U.S. Government figures, 3 out of 4 families may not get the proper amount of vitamins and minerals in their daily diet.

That's why so many mothers now serve HEMO—Borden's wonderful food drink.








Whichever way you make it—from Liquid or Powder—this rich, delicious drink can offer most of the healthful vitamins and minerals your family needs.

Serve HEMO hot or cold. At breakfast, lunch, dinner, or any time during the day. Only 59¢ for 24 servings... about 2½¢ a serving!

Can't sleep nights? A soothing cup of hot HEMO just before bedtime may help you relax. Try a cup tonight.



JUST ONE GLASS of Hemo gives you:

- The Vitamin A in 3 boiled eggs! 
- PLUS
- The Vitamin B₁ in 4 slices of whole wheat bread! 
- PLUS
- The Vitamin B₂ (G) in 4 servings of spinach! 
- PLUS
- The Vitamin D in 3 servings of beef liver! 
- PLUS
- The Niacin in 3 servings of carrots! 
- PLUS
- The Iron in ½ pound of beef! 
- PLUS
- The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined! 

HEMO exceeds adult requirements!

Minimum daily needs set by U.S. nutritionists	2 servings of HEMO, made with milk, give
4000 USP units	VITAMIN A 4900 USP units
333 USP units	VITAMIN B ₁ 400 USP units
2 milligrams	VITAMIN B ₂ 3 milligrams
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750 milligrams	CALCIUM 950 milligrams
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The all-family vitamin pepper-upper



POWDER OR LIQUID
BOTH LUSCIOUS
BOTH SAME VITAMIN RICHNESS
BOTH MAKE 24 SERVINGS



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SPEAKING OF PICTURES

...A TALKING MAILBOX STARTLES MILWAUKEE

For 18 hours recently the citizens of Milwaukee, Wis. were as befuddled as anybody in the U.S. To celebrate National Air Mail Week the Post Office Department had puckishly installed a loudspeaker inside a mailbox located on one of Milwaukee's main street intersections. Then they ran a wire to a second-story office window overlooking the mailbox. In the office an announcer squatted, plugging the new 5¢ air-mail rate and gleefully ribbing people who dropped letters in the box. Reactions of the unsuspecting citizenry were immediate and varied. Girls giggled and squirmed when a deep male voice from within the mailbox recorded their charms for the benefit of passers-by. Elderly ladies jumped and looked indignant when the same technique was applied to them. Bewildered mothers could not tear their offspring away from a mailbox which promised "a peek at Widgie the Midget sitting inside with all the envelopes." Older citizens just stood nonplused or pried at the box to find out where the voice was coming from. When the drive was over, everybody had had a wonderful time and the sale of air-mail stamps in Milwaukee had increased 28%.



HOW SETUP WORKED is shown here with announcer in window looking down at mailbox. Other

pictures were made with telephoto lens from across the street by a Milwaukee *Journal* photographer.



GIRL'S CHARMS HAVE BEEN DESCRIBED BY MYSTERIOUS VOICE



ANNOYED MALE AND FEMALE GIVE MAILBOX SOME HOSTILE LOOKS



VOICE FROM MAILBOX ROOTS GIRL TO SIDEWALK. SHE JUST STARES



STUDENT NURSES CROWD AROUND MAILBOX TO LEARN ITS SECRET



LINE UP IN CLOSE ORDER ALONG THE CURB, A WHOLE FAMILY SUDDENLY STOPS AND STANDS, EYES RIGHT, WHEN VOICE LETS LOOSE

Is This Mistletoe— or Poison Ivy?



IT LOOKS LIKE THE
REAL THING! BUT
IT JUST CAN'T BE
MISTLETOE—OR
I'D BE KISSED
BY NOW!



SIS, WHEN
CHRISTMAS EVE IS
KISS-LESS EVE, IT'S TIME
TO SEE YOUR DENTIST.
EVEN A SNAZZY NUMBER
LIKE YOU CAN HAVE BAD
BREATH, YOU KNOW!

TO COMBAT BAD BREATH, I RECOMMEND
COLGATE DENTAL CREAM! FOR SCIENTIFIC
TESTS PROVE THAT IN 7 OUT OF 10 CASES,
COLGATE'S INSTANTLY STOPS BAD BREATH
THAT ORIGINATES IN THE MOUTH!



COLGATE'S ACTIVE PENETRATING FOAM
GETS INTO HIDDEN CREVICES BETWEEN
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OF MUCH BAD BREATH



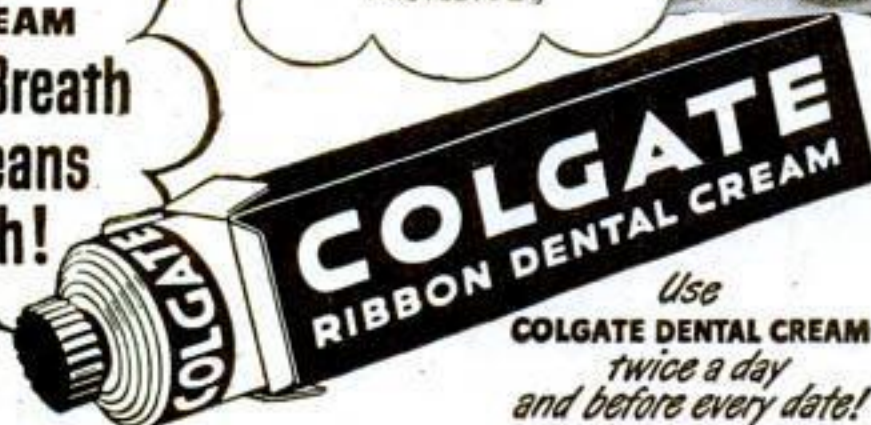
LATER—THANKS TO
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A SNAZZY DISH
WHO'S IN THE KNOW
HAS NO NEED FOR
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Cleans Your Breath
While It Cleans
Your Teeth!



Use
COLGATE DENTAL CREAM
twice a day
and before every date!

SPEAKING OF PICTURES

CONTINUED



SKEPTICISM about the whole thing begins as unbelieving boy twists his head sharply around to stare at mailbox. Loungers stayed for hours to watch fun



MYSTERY IS SOLVED when two pedestrians finally look up at the second story office window and see announcer happily jabbering into his microphone

Can you believe your eyes?



They say "seeing is believing." But you can't tell just by looking at a meal whether it will taste good, and whether it will be nutritious.

Because, raw foods can lose both flavors and vitamins in long transit from the farm to your kitchen. And these same precious qualities are also often "cooked away"—unless you're a pretty expert cook! But you can count on the flavors and nutritive values* of your favorite brands of canned foods. That's why you can believe your eyes when you use foods in cans!

*See September-October, 1946 issue of "Food Research"

Come and get it! . . . Apple juice, corned beef hash, brussels sprouts, corn on the cob, pickles, fruit cocktail, cookies, cocoa . . . and they all come to you in cans!



Everything Under Control

The modern cannery is a model of scientific control and cleanliness. Fresh-from-the-farm foods are the rule. No wonder modern canned foods are so good that you serve them proudly—and often! Such satisfying variety, too—literally, "everything from soup to nuts." And all so economical!

How Many Hands Has a Housewife?

You'd need a dozen hands to prepare even a single vegetable as quickly and expertly as it is done in the modern cannery. No chance for fruits and vegetables to lose vitamins by being left standing too long between paring and cooking. No chance of overcooking either. Foods are cooked, scientifically, right in the can. In fact, each steel-and-tin can is really a miniature "pressure cooker."



Heavenly Hash

Corned beef hash in cans comes prepared with potatoes and onions, deliciously seasoned. Brown it in a shallow casserole. Then, nest the eggs, as shown, and return to oven till eggs set. Divide into sections with rows of chopped green onions—and enjoy!

FOODS IN CANS ARE

SAFE from dirt, germs, odors.

SAFE from air, light, moisture.

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GIVE HIM THIS MENNEN GIFT SET.
ALL HE NEEDS
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There's everything here to keep him well groomed! Mennen Skin Bracer, Talcum for Men, Skin Balm, Shave Cream, and a handy bank for his used razor blades.



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HE'LL BLESS YOU FOR IT...
AND IT'S ONLY \$1.25

If he's old enough to shave, he knows about Mennen Skin Bracer, Shave Cream, and Talcum for Men. They're all here in this Mennen Gift Set — plus a handy bank for his tired razor blades.



FOR EARLY BIRDS
AND LAST MINUTE
SHOPPERS!

You can't make a mistake when you give Mennen Gift Sets to the men on your shopping list.

MENNEN *DeLuxe* GIFT SETS

LIFE'S REPORTS



FOOTBALL HISTORIAN Louis Baker, a roly-poly New York doctor, consults one of his 30,000 volumes in search of an obscure football oddity.

DOCTOR FOOTBALL

Stomach specialist is authority on gridiron facts

by JEAN LIBMAN BLOCK

In the 1913 edition of *The Howitzer*, the U. S. Military Academy senior yearbook, there is an account of the Army-Colgate football game played on Oct. 26, 1912. The anonymous chronicler, in giving the West Point halfback a large measure of credit for the score of Army 18-Colgate 7, said he "could not be stopped."

The name of this gridiron star, also referred to by his classmates as "Dare Devil Dwight, the Dauntless Don," was Dwight Eisenhower. Actually Eisenhower was stopped just three weeks later when he fractured his kneecap in the Army-Tufts encounter and was retired for the season.

The source for this curious footnote to football history is a small, round, 63-year-old stomach specialist named Louis Henry Baker, a doctor who spends his spare time away from his ulcer practice collecting facts about football. From a library which has grown in 16 years to include 30,000 books—two of which he wrote himself—12,000 programs and 200,000 pictures, Dr. Baker is able to track down the most obscure oddity in about three minutes flat. Quite often he turns the trick from memory, without reference to a book at all.

"Do you know," he is likely to ask a patient or a medical colleague, "that Fredric March, whose real name is Frederick McIntyre Bickel, was manager of the 1919 Wisconsin eleven?"

Baker encourages people to ask him questions, and to make it easier for them he listed himself in the Manhattan telephone directory as the Baker Football Information until callers, confusing him with Columbia University's Baker Field, started phoning at the rate of 200 every Saturday to reserve seats for the game. He still averages 30 calls around the clock. But no matter how late the hour, Baker never turns down a football fan.

There is nothing he would rather do than inform an inquirer that the greatest number of field goals ever scored by one man in a single game, 17, was registered by Forest Peters, a University of Montana freshman player, against Billings Polytech in 1924; or that

CONTINUED ON NEXT PAGE



Dot looked uneasy. "Have you lost your mind? What's this double-talk warbling?"

"Morbilli rubeola," I answered loftily, "is measles. I know because that's what I've got. The doctor told me."

"But you sang, 'Morbilli'—whatever it is—'I love thee.' What's good about measles?"

"Just this! I'd been thinking I might have something serious . . . maybe fatal. So you can see how happy I am to find out it's only measles. I even began worrying about how you'd get along without me. You know the money in our bank account wouldn't cover even one of my spots . . . and my Social Security certainly wouldn't provide enough for you to live comfortably. So this morning I asked the doctor what he'd done about his future . . . when he was my age."

"And—?"

"He suggested I talk the matter over with a Mutual Life representative . . ."

ask him about 'Insured Income' Service and what it can do."

"What's 'Insured Income' Service?"

"It's a new way Mutual Life has for coordinating Social Security benefits with life insurance so that we can get the most good out of both. In that way I can guarantee you a future free from money worries . . . a future we can really look forward to!"

"Sounds awfully good to me . . . the kind of future we've always dreamed about. I don't see how we can afford to miss it."

"We're not going to miss it, Dot! As soon as I'm out of quarantine, I'm latching onto that Mutual Life man."

Perhaps you would like to know what "Insured Income" Service can do for you. There's a Mutual Life representative in your vicinity who will be glad to show you. Call on him anytime—without obligation, of course.

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Do you know what Social Security means to you, in dollars and cents? Mail coupon today for easy-to-read booklet showing how to calculate your future benefits from Social Security. Included is a convenient File for official records you will need later to avoid costly delay in collecting your Social Security benefits.

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Then take this tip from some of America's top-flight executives. Kreml Hair Tonic keeps hair in perfect order. It promptly relieves itching of dry scalp. Removes dandruff flakes — leaves the scalp feeling so invigorated.

**KREML NEVER 'GLUES' HAIR DOWN
UGLY LIKE THIS--NEVER LEAVES
ANY RANCID GREASY ODOR**

Hair plastered down with grease went out of date a generation ago! Kreml grooms hair handsomely yet never looks or feels 'greasy'. Nor does it give hair that stiff, 'artificial' look. Kreml never smothers hair down with sticky goo.



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'NATURAL LOOKING' HAIR GROOMING
LOOKS NEAT AND LUSTROUS—
NEVER GREASY**

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Listen to "The New Adventures of Sherlock Holmes" every Saturday night over coast-to-coast ABC network. See local newspaper for time.

KREML Hair Tonic

A product of R. B. Semler, Inc.

**Keeps Hair Better-Groomed Without Looking Greasy—
Relieves Itching of Dry Scalp—Removes Dandruff Flakes**



LIFE'S REPORTS CONTINUED

Princeton's E. A. Poe (Edgar Allan's great-nephew) wore the first nose guard in 1890 after a Penn tackle had knocked his nose askew.

Dr. Baker became interested in football as a result of early exposure to the Yale eleven. He was born in New Haven in 1883 and grew up in an atmosphere as super-charged with enthusiasm for the Bulldogs as Brooklyn now generates whenever the Dodgers are mentioned. Baker played no football himself as a Yale undergraduate, class of '04, being too slight of build, but he decided to learn everything there was to know about the game. After he had read through all the football texts in local stores and libraries, he advertised in book dealers' journals and wrote to out-of-town dealers. Today the roly-poly physician's library fills an entire room of its own, measuring 16 feet square, in his Central Park West apartment, and is valued at \$25,000. The names and performance records of more than 50,000 collegiate and professional players are listed in his personnel file.

The file labeled "Oddities" is a compilation of some of Baker's most startling and improbable bits of information, such as the fact that in the 1939 Washington and Jefferson-Geneva game the pigskin tore into halves under the impact of a goal kick and half the ball soared over the posts. After a near riot the referee ruled that the play must be repeated. This season a collapsed ball enlivened the play in the Georgia Tech-V.M.I. game.

The only way Dr. Baker has ever tried to combine medicine and football is in his special study of physically handicapped players. His gallery of one-armed and otherwise disabled heroes includes E. G. Neeley, one-armed guard on the 1919 Dartmouth team who intercepted a spectacular forward pass in a West Virginia game; Sterling Cline, 18-year-old senior at Richland (Washington) High School, who played an entire season with a wooden leg without letting his coach find out; and Don Grant, Negro guard at San Francisco Junior College in 1944, who played on his knees because he was crippled by infantile paralysis.

Dr. Baker has found that the question-asking public shows endless curiosity to know who made the longest run, who threw the longest forward pass and who kicked the longest punt in football history.

The longest run of all time was a 115-yard zigzag streak by



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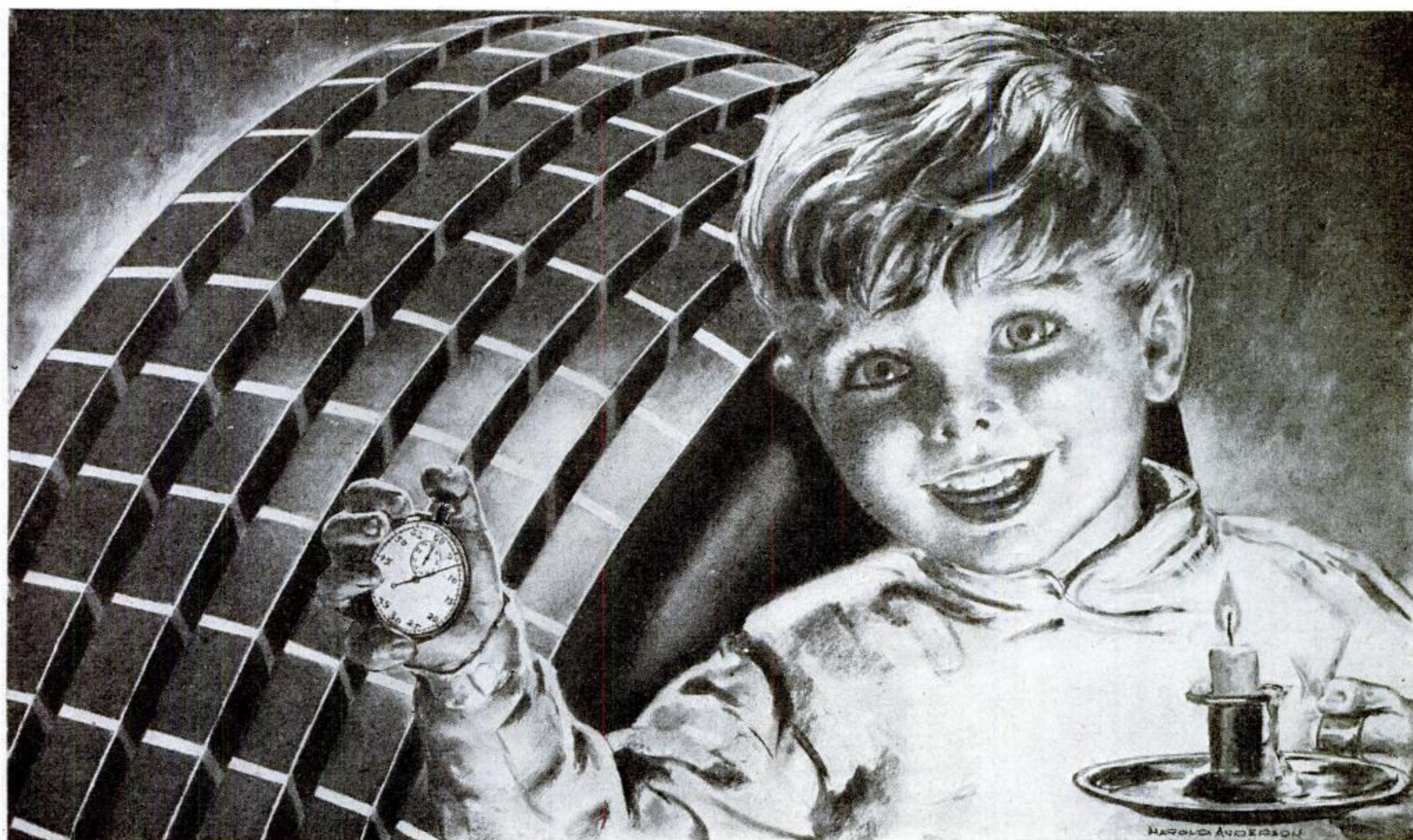


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... and stripes stop you QUICKER!

Often in every man's driving life comes a time when a quick stop can mean life or death. Here in the new Fisk Safti-Flight Tire you have a safety device not found in any other tire . . . a device that helps you stop quicker. *It's the stripes!*

Safety Stripes are tough, flexible white rubber inserts impressed deep into the tread. Exclusive with Fisk, these stripes not only stop you quicker, they stop you straight in line. And when danger

is greatest . . . over slick, wet pavement, your safety advantage is actually increased.

This wonderful new tire brings you superior performance in other ways too. The extra thick tread assures thousands of extra miles. The distinctive appearance of the Safti-Flight Tire will dress up your car . . . mark you as a safe driver who appreciates the wisdom of quality. Limited quantities will be available soon.



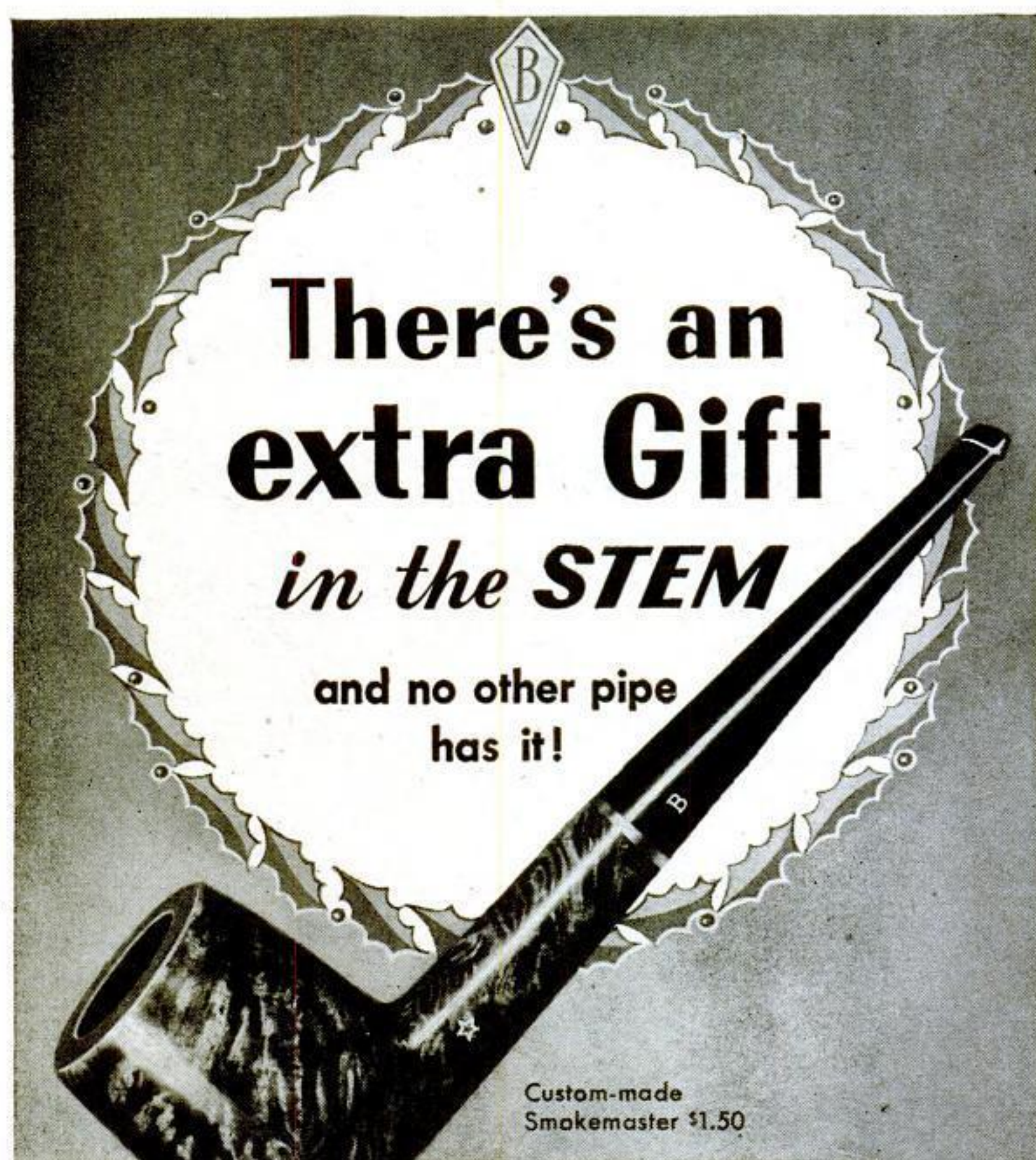
BRAKES ON . . . Safety Stripes go into action . . . each tread block presses down, grips the road for a sure, fast stop.



BRAKES OFF . . . Safety Stripes relax. Again tread blocks form a smooth riding track. You steer easily.



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The pipe that SIDETRACKS moisture

WHEN you give a Smokemaster, you give not only a fine pipe but the extra pleasure that comes from moisture-free smoking. For in the stem of the Smokemaster you'll find an exclusive, patented feature that actually sidetracks all unpleasant moisture—allows only sweet, wholesome tobacco smoke to reach the lips.

A built-in metal tube, slotted at the bottom, carries the smoke through the stem. Under this tube, a folded pipe cleaner absorbs all moisture as fast as it forms. From the heel of the bowl to the tip of the stem, smoke always has a clean, dry passage. Naturally, it tastes better, is mellow and infinitely more satisfying. The pipe cleaner can be replaced in a jiffy—assuring pleasant smoking at all times.

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Only SMOKEMASTER has this exclusive feature



The pipe cleaner extends virtually the entire length of the smoke passage... Keeps passage clean and dry. Smoke is never drawn through harsh, biting moisture.

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LIFE'S REPORTS CONTINUED

Wyllys Terry, halfback on the 1884 Yale team, in one of the three games played against Wesleyan that year. A run of that length was made possible by the 110-yard field, the run starting five yards behind the goal line.

The longest authenticated collegiate pass for which Dr. Baker will vouch is the 69-yard throw of Robert Peters of Princeton in the 1939 game with Army. The professional record is slightly higher. In 1945 Kenny Washington, playing with the Hollywood Bears against the Los Angeles Bulldogs, threw a 71-yard pass.

Longest distance a football has ever been punted is 88 yards and two kicks share the record. The first was made in 1938 by James McLaughlin, back, of Georgetown College, Ky. against Louisville. The other was made in 1939 by James Breen of Albright in the Moravian game. Jim Thorpe, Carlisle Indian, has been credited by witnesses with punts of 90 and 100 yards, but no actual measurements exist to substantiate the boasts of his fans. However, Thorpe is Dr. Baker's candidate for the honor of greatest back of all time, with Pudge Heffelfinger of Yale his choice as the leading lineman.

Dr. Baker has drawn on his fund of football information to produce occasional articles and two books: *Do You Know Your Football?* (A. S. Barnes and Co., \$1.50) and *Football: Facts and Figures* (Rinehart & Co., \$5). But cash returns for his knowledge bring him only incidental satisfaction; he cheerfully gives away information to newspapers, advertising agencies and even to bobby-soxers. Prestige as the leading authority in his field is of far more importance to him. He is prouder of his inclusion in the July 1946 supplement of *Who's Who* as a football historian than he would be over his appointment to a full professorship at Yale School of Medicine.

Dr. Baker's current schedule would appall the hardest halfback in his files. He allots an average of 70 hours a week to football and 30 hours to medicine. In 1950, when he completes his 40th year as a physician, he intends to retire from active practice. He will then devote 90 hours a week to football. This schedule may also give him a little time for himself. He could well use such leisure, for between his ulcer patients and his football research Baker hasn't got around to attending a football game since 1926.

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LIFE'S PICTURES

Matthew Greene, who did the drawings for the atomic energy story on pages 97 to 103, is a 39-year-old LIFE staff artist whose illustrations for LIFE have ranged from technical diagrams to decidedly nontechnical cartoons. Greene studied at Chicago Art Institute and the National Academy of Design in New York, worked in the art departments of five New York newspapers, joined LIFE's staff five years ago.

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TEX BENEKE IS!

Tex leads the Miller Orchestra in two smoothies... a new one called *Falling Leaves* and your favorite oldie, *Star Dust*, in a wonderful new Beneke arrangement. RCA Victor 20-2016.



SO'S BETTY RHODES!

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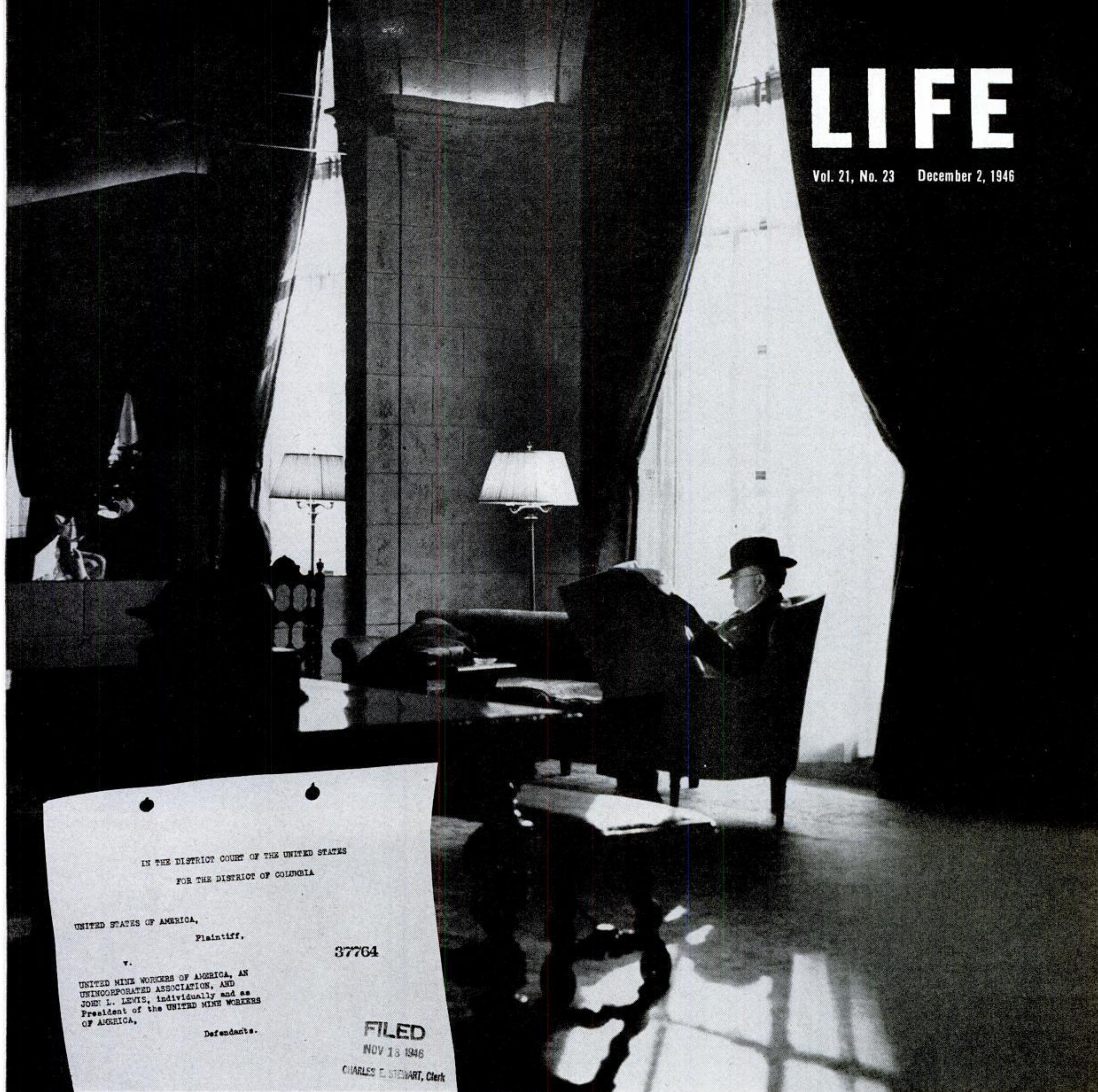
- AND CHARLIE SPIVAK!

Charlie and his orchestra bring you slow, dreamy arrangements of *It's All Over Now* and *(I Love You) For Sentimental Reasons*. Jimmy Saunders sings, and Charlie comes in with "the sweetest trumpet in the world." RCA Victor 20-1981.



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FOR CHRISTMAS GIVE
RCA VICTOR RECORDS
"THE GIFT THAT KEEPS
ON GIVING"



JOHN L. LEWIS SITS IN THE CARLTON HOTEL LOBBY AND PLANS HIS BATTLE AGAINST THE GOVERNMENT'S INJUNCTION, WHICH IS INSET IN THIS PICTURE OF HIM

LEWIS STARTS HIS BIGGEST BATTLE

The bushy-browed old battler was back again last week. Sitting in solitary splendor in the lobby of Washington's Carlton Hotel, John L. Lewis said he didn't care whether news photographers took a picture or not and carefully arranged himself in one of his most effective poses (*above*). The first act in another Lewis drama was about to begin.

It began two days later, when old John swaggered onto the stage (*see next two pages*) and accepted a summons to appear in Federal court. There he may be cited for contempt of court after ignoring an injunction (*above, inset*) to keep him from can-

celing his soft coal contract with the government. The Administration maintained that they still had a contract with the miners and that Lewis was breaking it. Their case, in the eyes of the law, was thin. It has been contended by many lawyers that the Norris-LaGuardia Act prohibited any employer, private or government, from getting out such an injunction. But the Administration knew Lewis' case, in the eyes of the public, was also thin. Lewis had little justification for canceling the contract and thus slowing down the whole national economy.

One thing the Administration apparently did not

want was to slap John L. Lewis in jail and make him labor's great martyr. But no one knew whether Lewis minded being sent to jail.

At week's end Lewis was still out. So were his miners, and the public, caught in the middle once again, was beginning to get good and mad. To John L. Lewis, and to the C.I.O.'s convention (*see pages 30-31*), this was painfully evident. U. S. unions, already jittery over what members of the new Congress would do about labor legislation when it convened Jan. 3, now began to wonder what Congress would do when Lewis got through with his big act.

JOHN'S BIG DAY

As the fight opens he is confident

On Friday morning John L. Lewis was a poised, confident, almost happy figure as his big fight opened. The day before he had spent in his rambling Colonial home in Alexandria, Va., safe from government summons servers. But today he was ready to fight and to make a great show while he was about it. Appearing before his audience on his front porch, he

posed amiably, was whisked to his office in Washington. At lunchtime, followed by a curious crowd, he showed off as seldom before, twirling his cane, striding majestically down the street. To a lady acquaintance who carried a lorgnette, he made a sweeping bow. Then, his performance over, he disappeared into his hotel suite to be alone with his advisers.



①

ON FRIDAY MORNING THE NEWSPAPERMEN GATHER IN FRONT OF LEWIS' HOUSE



②

AT 10 A.M. LEWIS APPEARS. HE POSES AND SAYS, "TAKE YOUR TIME, BOYS"



⑤

AT LUNCHTIME HE CALMLY STROLLS AHEAD OF A CROWD TWO BLOCKS TO HOTEL



⑥

AS IF HE WERE OUT FOR A SOLITARY RAMBLE, LEWIS IGNORES REPORTERS

There, with no crowds to watch, John L. was himself. He paced up and down his hotel room, running his fingers through his great mop of hair, angrily snapping ashes from a monstrous cigar, going over his plans. His "spy" system, working smoothly, had informed him what the Administration would probably do next. He could console himself with the thought

that he had fought off some 500 court actions in his long and stormy career, had enormously increased his power since 1919 when he had had to backtrack before an injunction by President Wilson. He could worry, though, about the local union leader in West Virginia who called the mine operator to say his men would come back if the government could prom-

ise them protection from union retaliation. That was a bad sign.

But in general the situation looked good enough for an occasional lighthearted joke. When his barber gave him his daily shave and asked if he'd be doing this in jail next week, John smiled and replied, "I'll let you know if I need you to come over."



ENTERING HIS CADILLAC LIMOUSINE, HE TELLS REPORTERS, "NO COMMENT"



AS HE ARRIVES AT OFFICE, HE WAGGLES HIS WALKING STICK AT ACQUAINTANCES



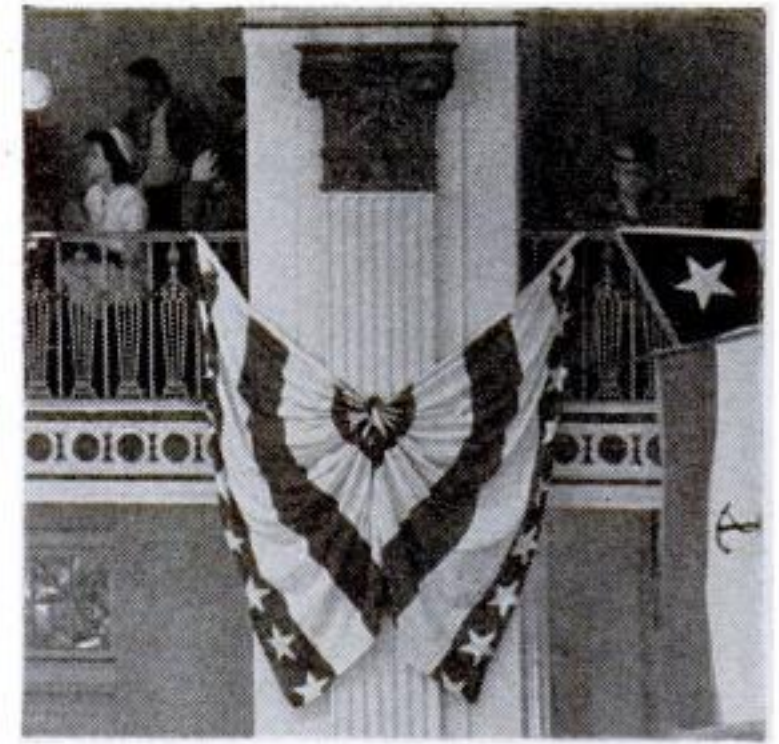
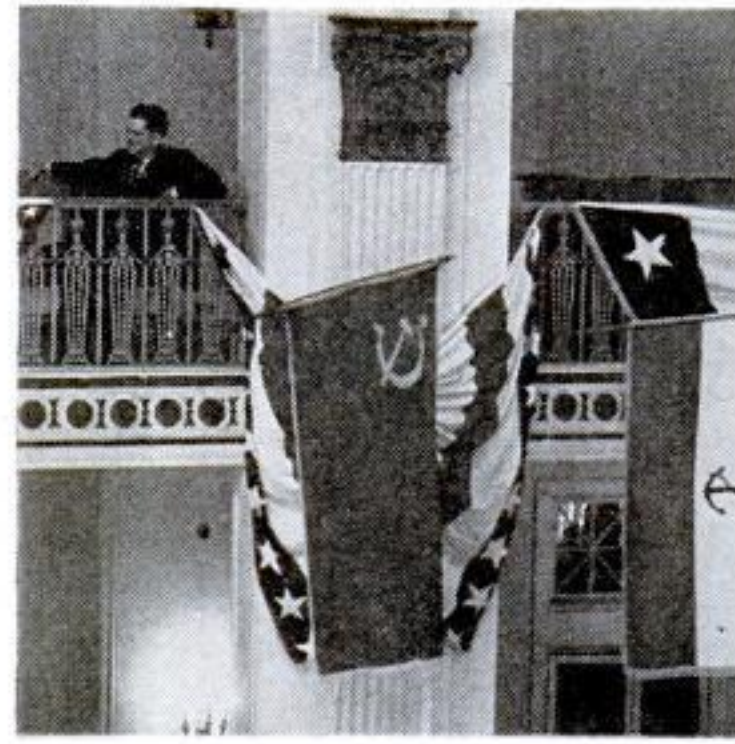
HE ENTERS WASHINGTON'S CARLTON HOTEL, WHERE HE HAS A SUITE OF ROOMS



HE BUYS PAPERS WHOSE FRONT PAGES ARE COVERED WITH NEWS OF JOHN L. LEWIS



GENERAL EISENHOWER talked about labor's help in the war, discussed many un-military subjects and thereby started a big boom to make him a presidential candidate.



THE RUSSIAN FLAG HUNG WITH OTHERS BUT LATER SOMEBODY TOOK IT DOWN

THE C.I.O. BACKS LEWIS

The members dislike him but hate injunction more

On the stage of Atlantic City's Chelsea Hotel, where former A.F.L. member John L. Lewis once picked a violent fist fight with fellow member Bill Hutcheson, the bushy-haired miners' boss caused a big scene again. The eighth annual convention of the C.I.O. plumped for wage increases, which they said employers could well afford. They also haggled over who swiped the Russian flag from the balcony (above). The Communist issue, expected to precipitate a Red-hot battle between the leftists and the rightists, was settled in a mild-mannered statement that "We . . . will resist with all our might every attempt by elements from within our country or from without to undermine or destroy our free institutions." When they had done this, the C.I.O. members found themselves in an embarrassing position. Even though they disliked John L. Lewis a lot, they now had to support him by voting a condemnation of the government's injunction, which they hated more. When someone politely suggested that old John L. had stolen most of their convention's thunder, C.I.O. President Philip Murray said resignedly, "That man is *always* doing that."



PRESIDENT PHILIP MURRAY, here shown opening the convention, maneuvered things at a businesslike clip, kept arguments to a minimum. But he aroused angry pro-

tests from both sides by calling for the anti-Communist vote without any debate, leaving many leftists and rightists with well-prepared speeches and no place to deliver them.



BATTLE IN C.I.O. centers about leftists like General Counsel Lee Pressman (*left*) and rightists like Auto Workers' President Walter Reuther (*right*). In the convention, Pres-

ident Murray (*center*), uneasy in the middle, appointed a committee of leftists and rightists to study the problem and thus managed to get his weak anti-Communist declaration.

UNTRAGIC AMERICA

OUR DEMOCRATIC FAITH NEEDS CORRECTING IF WE ARE TO PRODUCE GREAT TRAGIC DRAMA

After 12 years of silence, a new drama by our No. 1 playwright, Eugene O'Neill, is an event. But this one, *The Iceman Cometh*, prompts the reflection that no first-rate American tragedy has ever been written, not even by O'Neill. This despite the fact that the world has been steeped in tragedy for many years and despite the fact that all the characters in *The Iceman* are miserable specimens indeed. Instead of the ennobling effect that tragedy is supposed to give, *The Iceman* is more like a cosmic bellyache. And O'Neill's best plays, as a writer in *Theatre Arts* magazine has pointed out, are not so much real tragedies as "dramatizations of the tragic fact that man has lost sight of his own greatness."

America's failure to create first-rate tragedies may not seem like a national disaster. Yet dramatic tragedy has been the chosen medium of history's greatest artists, and our failure in it may betoken some deeper failure in the American character or scene. A people who cannot witness great reminders of the tragic aspect of their own existence are not getting the most out of life and perhaps cannot be ranked among the greatest civilizations. The people of Athens and of Shakespeare's England were able to suffer vicariously with their tragic heroes in an emotional workout that left them wiser and more serene. That, said Aristotle, is the purpose of tragedy—to purge the emotions through pity and fear. But Americans disapprove of fear and want to free the world of it. Are we an essentially untragic people?

What Is Tragedy?

First, a few definitions, necessarily dogmatic. According to Aristotle, the first authority on the subject, tragedy must be "serious, complete and of a certain magnitude," to which Webster's dictionary adds that the hero "is by some passion or limitation brought to a catastrophe," the action as a whole working out as "a manifestation of fate." Strictly speaking, first-rate tragedy has been written in only two eras, by only four men: by Aeschylus, Sophocles and Euripides in the 5th Century B.C. and by Shakespeare. Grade B tragedy (still very fine stuff) has been achieved by Corneille, Racine, Goethe, Ibsen and others, including composers of 19th Century opera; and you can grade it on down from there. But high tragedy must not be confused with pathos, gloom or a mere unhappy ending.

A key word in Aristotle's definition is "magnitude." The Greek and Shakespearean heroes were princes, kings or generals at least, outsize characters whose fate involved the fate of whole cities or nations with their own. Compare King Oedipus or King Lear with what passes for a tragic hero on the American stage—the clerk-hero of Elmer Rice's *Adding Machine*, significantly named Mr. Zero, or the moronic Lennie in Steinbeck's *Of Mice and Men*. Our heroes appeal not to our awe but to our power of sympathetic identification. Aided by naturalistic settings and dialog, we are above all made to feel at home, among equals or inferiors. The characters on our stage and screen may be rich and admirable, but we are always reminded of their humble origin, their warts or some other comfortable and exceedingly nontragic flaw. *The Iceman* carries this democratic snobbism about

as far as it can be carried: the characters all start out as a bunch of drunken bums and finish the same.

The requirement of "magnitude," which our drama fails to meet, suggests that great tragedy may be incompatible with American democracy. Except at the Sinatra-fan level, we don't really believe in heroes, and when they appear among us anyway we unfit them for tragedy by cutting them down to size. Just as we reacted to the phenomenon of Hitler by singing *Der Führer's Face*, so we debunk our own heroes, good or bad. American fiction has produced a few characters, such as Ahab in *Moby Dick*, who are of truly tragic magnitude. But the typical American reader tries to get around Ahab by dubbing him a fanatic.

One reason for the greatness of Ahab and for the high seriousness of much Victorian literature in comparison with our own was that our forebears shared a deep Christian sense of sin. This sense of sin was related to a sense of man's cosmic importance, which we seem to have lost. To a Greek, also, man was the center of the universe; his very gods had manlike attributes and were constantly involving themselves in man's affairs, whether guiding him in battle or making love to his wife. But modern man has moved from the center of the universe and reduced himself to a trivial biological specimen. He cannot esteem himself highly enough for high tragedy. He can appraise, analyze, respect and belittle himself, but he cannot regard himself with awe.

Without awe, tragedy cannot achieve its greatest impact. And it may be that our belief that all men are equal, our refusal to admit the very concept of aristocracy, debars us from ever feeling the awe that the Athenians felt toward Oedipus or the Elizabethan groundlings toward Lear. In that case our failure to produce great tragedy may be a virtue, or at least a fair price to pay for our democracy. Maybe we are more like the Romans, who also had great political gifts and never produced any great tragedy either.

Yet democracy does produce heroes, and our history is replete with tragic themes. These themes and heroes may make great American tragedy if we get over our belittling habit and admit to ourselves that the average man is not the measure of all things. But even that won't be enough. For while great tragedy is not necessarily incompatible with democracy, it is incompatible with another habit that lies deep in the American grain.

The Idea of Progress

This habit is an optimistic faith in progress. Professor J. B. Bury, who wrote a history of *The Idea of Progress*, defines it to mean "that civilization has moved, is moving and will move in a desirable direction." This idea is only about as old as modern science, stemming from Bacon and Descartes. But it has as firm a grip on the modern world as the expectation of Judgment Day had on the medieval world. And except among Russian Communists (for Marx swallowed it whole) the idea of progress has nowhere taken deeper root than in America.

Now why is this idea incompatible with high tragedy? Because we have let it replace the old convictions on which tragedy depends, that man

is finite (or sinful) and that his destiny does not lie wholly in his own hands. The idea of progress grew from the observable fact of science's increasing conquest of material nature. But Darwin, Herbert Spencer and others stretched this observable fact into certain unprovable assumptions: namely, that "all environments [Darwin's words] will tend to progress toward perfection," that man himself is perfectible through scientific self-knowledge and that evil is not a permanent necessity in the world. Even devout men like Tennyson, whose *Locksley Hall* is the battle hymn of progress, could promote the new faith by assuming God was on its side.

As indeed He may be. But there is increasing evidence to the contrary. There is also evidence that the underpinnings of our faith in progress may be weakening, for the scientists themselves are no longer so sure. The leading physicists have long since regained an almost primitive awe of the universe, and H. G. Wells repudiated a lifelong worship of progress before he left a world for which his final epithet was "doomed formicary." Bury's book was written a generation before the atomic bomb, but the bomb gives these words of his a new point: "If there were good cause for believing that the earth would be uninhabitable in A.D. 2000 or 2100, the doctrine of Progress would lose its meaning and would automatically disappear."

Reversal of Values

To gain a sense of tragedy, Americans must therefore virtually reverse two of their dearest values: on the one hand, we must recover our awareness of evil, uncertainty and fear; on the other, we must gain a sense of man's occasional greatness (which is quite a different thing from "the dignity of the common man"). For tragedy, in essence, is the spectacle of a great man confronting his own finiteness and being punished for letting his reach exceed his grasp. The Greeks had two words for this—*hybris*, pride, and *moira*, fate—which told them that subtle dangers lurk in all human achievements and that the bigger they are the harder they fall. But if Americans believe that there are no insoluble questions, they can't ask tragic questions. And if they believe that punishment is only for ignorance or inadequate effort, they can't give tragic answers. They can't have the tragic sense.

That sense is to feel a due humility before the forces that are able to humble us, without wishing to avoid the contest where the humbling may take place. We will be a more civilized people when we get it.

PICTURE OF THE WEEK: ➔

The grateful British last month started a drive to raise \$160,000 for a 10-foot-high bronze statue of Franklin Roosevelt to stand in London's Grosvenor Square. Attlee and Churchill started the drive rolling. Scottish sculptor Sir William Reid Dick showed off his model. Then in *The Times* appeared a letter from an employee of the U. S. Embassy who complained that to depict Roosevelt standing was incongruous. A controversy flared, subsided when the Embassy disavowed the letter as unofficial. To keep the memorial a man-in-the-street affair, the sponsors limit contributions to five shillings, refuse government or U. S. donations.



SIR WILLIAM DICK RARES BACK FOR BETTER LOOK
AT MODEL OF HIS FRANKLIN ROOSEVELT STATUE



EXCITED HORSES, new to their job of pulling lord mayor's ancient, 4½-ton coach, grow unruly as parade starts down Queen Victoria Street from Mansion House (*in back-*

ground). Top-hatted grooms got them back into line. These six dray horses were hired for the occasion from a trucking company. Ornate coach has neither springs nor brakes.



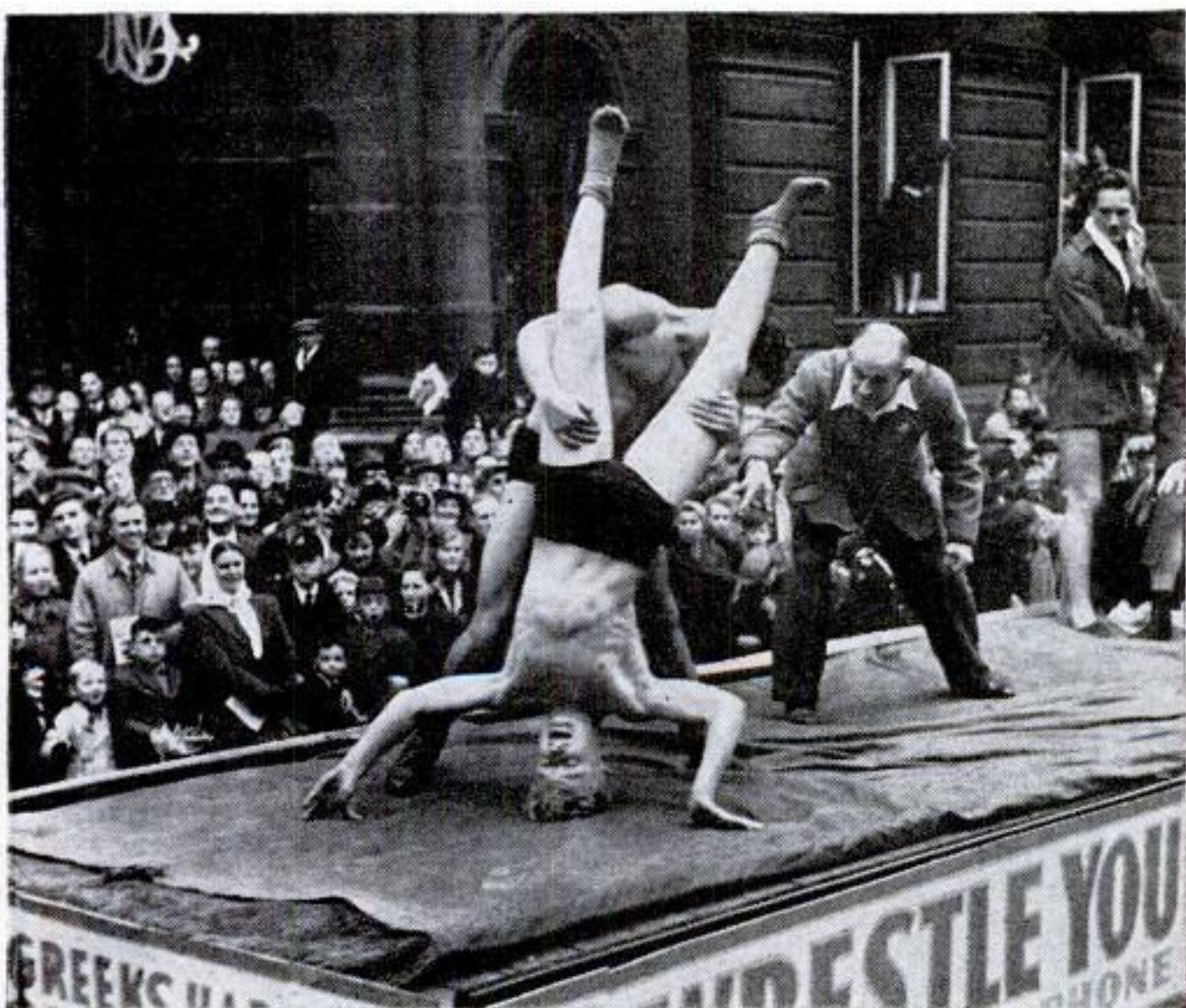
COACHMAN George Granger, 74, has been driving lord mayors for 23 years. He is reputed to be only man who knows how to manage ponderous vehicle.

THE LORD MAYOR'S SHOW

Londoners turn out to give him "a proper do"

The lord mayor's inaugural is a splashy mixture of commercial advertising and medieval pageantry in which London has indulged itself for many centuries. This year's show, which Londoners call "a proper do for his lordship," revived customs that had lapsed during the seven dreary war years. On the windy morning of Nov. 9 the new lord mayor, Sir Bracewell Smith, drove in his ornate gilded 18th Century carriage to the law courts to receive the keys and city seal from his predecessor. Along with him through London's winding, bomb-scarred streets lumbered a strange mixture of floats advertising dance halls, milk companies and the accomplishments of Britain's armed services.

The custom of mixing commercialism with official pageantry dates from medieval times when the powerful trade guilds staged the show as tribute to the man they had been most instrumental in electing and as brilliantly costumed advertisements for themselves. Nowadays the lord mayor is elected by the aldermen from among themselves to serve a one-year term. Though he receives a tax-free allowance of \$50,000, he must be a wealthy man because a lord mayor's job is mostly social and he spends almost \$100,000 on official entertainment in a normal year. This year's lord mayor is expected to get along all right since he is chairman of the board of the swank Carlton, Ritz and Park Lane Hotels.



WRESTLERS advertising a gymnasium's keep-fit program perform on float in parade that had Chamber of Commerce flavor mixed with its medievalism.



NEW LORD MAYOR, Sir Bracewell Smith, who was apprehensive because the ornate, gilded coach had not been used for seven years, said, "Hope I'll make it," as the parade started. He did.



LORD MAYOR S COACH, built in 1757, passes through cheering throngs without further difficulty after the rented horses got started in parade, but grooms still stand by for any trouble.



HOMELESS HARES

These rabbits, sitting at the edge of Los Angeles' Municipal Airport, have their own postwar housing problems. Until some months ago the rabbits lived happily on nearby lands where asparagus and other

vegetables grew. But men decided to adapt the airport to the demands of global travel. They started to extend the runways, build new administrative buildings and hangars. Then other men came and bought



STRICKEN STEER

Colorado's worst snowstorm in 33 years blew up last month out of the northern mountain country and settled a white choking blanket over the flat, treeless eastern ranchlands. Ranchers were isolated,

herders marooned. But those who suffered the most were the cattle. This steer, luckier than most, almost froze to death before it was rescued along a freshly broken road by men who arrived by Army Weasel.



up the surrounding farmlands, dispossessing the rabbits, to build up great housing projects. Now the rabbits, like so many others in America, are without a permanent place to live. They have set up a precari-

ous and temporary warren on the airport's edge. Each morning they come out of their holes and sit there. By looking toward the airport they see the global transports coming and going and the ever-lengthen-

ing runways reaching out toward them; by looking behind them they can see the houses threatening to encroach on their last piece of land. In the afternoon, having seen all this, they go back to their holes.



DEAD DEER HUNTER

The day Minnesota's deer hunting opened, 5,000 hunters crowded into 12,000 acres of St. Croix Park. Two hunters, Roy Withrow and Carl Holmdahl, both drew beads at a deer standing between them. With-

row's gun went off. The deer fell. Then Holmdahl fell. The coroner, coming over to where Holmdahl lay and the deer had been dragged, found bullet which had pierced deer's neck had gone on through man's heart.



ABRAHAM TEITELBAUM owns about a fifth of the building divided against itself. As a lawyer he represented Al Capone in an income-tax-evasion case several years ago.

COLLEGE FENCE

Chicago students vainly stage a bucolic protest party in a building divided against itself by chicken wire

Needing bigger quarters than the old office buildings it has occupied, Roosevelt College, a new liberal arts school in Chicago, this summer bought most of the Auditorium Building in downtown Chicago. But the north 26 feet of the building were owned by an attorney named Abraham Teitelbaum, who asked first \$800,000, then \$500,000 for his part of the building. When college authorities balked at the price, Teitelbaum stretched chicken wire across doors and stair ways on the Teitelbaum-Roosevelt border, cutting the college off from some ladies' washrooms and leaving himself with boilers but only part of the smoke-stack, a freight elevator but no power. The student body and faculty retaliated by staging a chicken-wire party on their side of the spite fence to embarrass Teitelbaum. But Teitelbaum was not noticeably moved. Neither was the chicken wire.



TEITELBAUM'S SLICE of the 10-story building is to the right of the white line. He has talked of buying the entire building and converting it to nonprofit veterans' housing.



COLLEGE PRESIDENT AND MRS. EDWARD J. SPARLING RUEFULLY STUDY THE FENCE

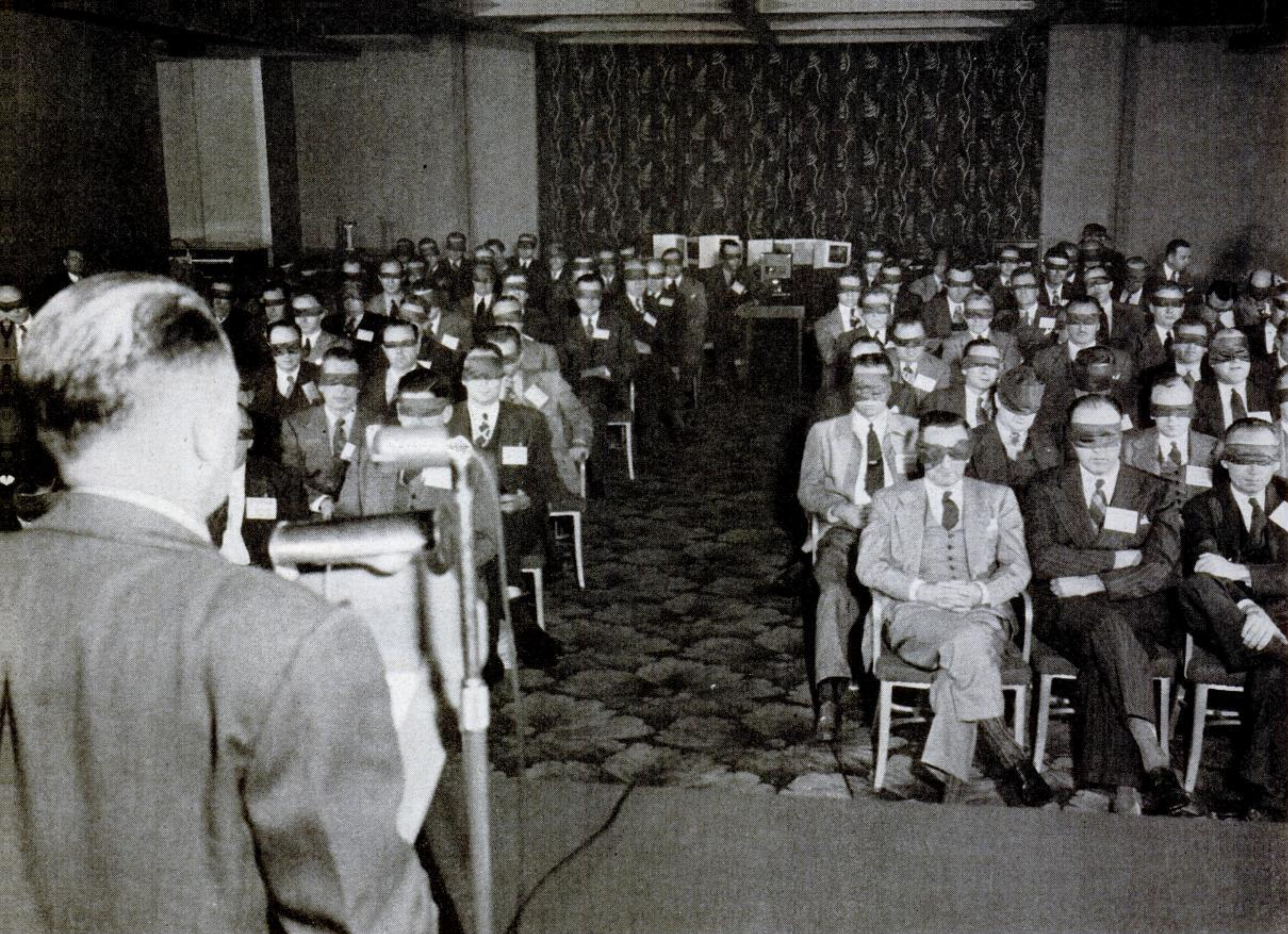
FROM HIS SIDE TEITELBAUM'S MANAGER NEXT DAY PONDERS PARTY'S CIDER JUGS





"DON'T FENCE ME IN" WAS THE HIT SONG OF AN EVENING DEVOTED TO SQUARE DANCING, JITTERBUGGING, PIE CONTEST, CIDER, DOUGHNUTS AND FENCE SNEERING
TWO LIVE CHICKENS WERE THE DOOR PRIZES. ABOUT 2,000 OF ROOSEVELT'S 3,800 STUDENTS ATTENDED THE CHICKEN-WIRE PARTY IN BOTH FARM AND OUTDOOR GARB





THE BUSINESSMEN SIT PATIENTLY IN THEIR BLINDFOLDS WHILE THEY LISTEN TO SPEECH BY SAFETY EXPERT HOWELL, WHO DID NOT WEAR BLINDFOLD HIMSELF

BLIND BUSINESSMEN

They put on blindfolds to see what industrial accidents can do

The semiannual Safety and Fire Conference of the government's Office of Rubber Reserve is usually as dull as it sounds, with long speeches and symposia during which a large number of businessmen fall asleep. At last week's meeting the slumber number hit a new high.

The reason was a trick played on them by the ORR's assistant manager of the Safety Section, John T. Howell. Worried about industrial acci-

dents which blind 450,000 U.S. workers every year, Howell conceived a plan to blindfold the businessmen for an hour, let them feel how it is to lose their eyesight, thereby encourage them to prevent accidents. The members of the audience, whose synthetic rubber plants have low accident rates anyway, patiently went along with the blindfold, spent the hour fumbling, squirming, dozing and inventing lame excuses for leaving the room.



TOO TIGHT was blindfold tied by National Synthetic Rubber Corp.'s H. A. Schlater. It soon chafed him.



PEEKING is ORR's Martin Tierney. Some of the businessmen even wore their glasses under their blindfolds.



FUMBLING businessman tries to light his cigaret and discovers that this is no easy trick with his eyes shut.

There's something about soup that says

WELCOME



LOOK FOR THE RED-AND-WHITE LABEL

**Let these tempting soups, served piping-hot, bring cheer
and comfort and good eating to all the family**

This really hefty soup brims with the things that add up to "man-appeal". The meat stock is rich and full-bodied and filled with garden vegetables. Good barley makes Campbell's Scotch Broth even heartier and there are tender pieces of mutton for every plate. When appetites come home o' nights just rarin' to go—then here's their soup! Keep a can or two on hand.

Campbell's
SCOTCH BROTH

The taste of Spring is in every tempting spoonful of this delightful soup. It's a smooth purée of young garden asparagus, enriched with golden table butter, delicately seasoned and studded with tender asparagus tips. Set fragrant plates of Campbell's Asparagus Soup before the family some day soon. Fix it with milk added, as an extra-rich and extra-nourishing cream of asparagus.

Campbell's
ASPARAGUS SOUP

Here's a chicken soup that's excitingly different! Adapted from a proud old New Orleans recipe, Campbell's Chicken Gumbo Soup has a delightful character all its own. In it are such appetizing things as delicate green okra, luscious tomatoes, fluffy white rice, tender pieces of chicken—all seasoned with savory herbs. You're sure to like this excitingly different soup of the Old South!

Campbell's
CHICKEN GUMBO SOUP

Chowder for Lunch...



CORN CHOWDER

1 tablespoon diced salt pork
 ¼ cup diced onion
 1 cup cubed potatoes
 ½ cup boiling water
 ¾ teaspoon salt
 Dash of pepper
 ½ box Birds Eye Golden Sweet Corn
 1½ cups milk

Fry salt pork until crisp and delicately browned. Add onion and sauté gently 5 minutes. Add potatoes, water, salt, and pepper and cook, covered, about 10 minutes. Then add corn, cover, and cook gently 5 minutes, or until vegetables are tender. Add milk and heat thoroughly. Garnish servings with chopped parsley or sprinkle with paprika. Makes 2 or 3 servings.

Fritters for Supper...



CORN FRITTERS WITH FRIZZLED HAM

1 egg, well beaten
 ½ box Birds Eye Golden Sweet Corn, thawed
 1 tablespoon melted butter
 ½ cup soft bread crumbs, firmly packed
 1½ tablespoons flour
 1 teaspoon salt
 ¼ teaspoon pepper
 ½ teaspoon paprika
 3 tablespoons bacon drippings
 6 thin slices spiced ham, frizzled

Combine egg, corn, butter, crumbs, flour, and seasonings and mix well. Shape into 6 patties, rounding each firmly on a tablespoon. Fry gently in hot fat until golden brown on both sides. Drain on unglazed paper. Arrange on slices of frizzled ham. Serve with Birds Eye French Style Green Beans. Makes 2 or 3 servings.

Both from one package of Birds Eye Golden Sweet Corn!

SAY, are you small families in luck!

Think of it—*two* taste-tantalizing main dishes, and *both* from one package of Birds Eye Golden Sweet Corn!

This tender, milky corn makes a chowder that turns a soup-and-sandwich lunch into a party—honestly!

As for the fritters—you can't touch 'em for sweet corn flavor. Not even if you're a fritter expert from way back!

For Birds Eye Golden Sweet Corn is picked in its dewy youth, when every golden kernel is bursting with milkiness. Then it's quick-frozen—with emphasis on the *quick*—to seal in the glorious goodness and farm-fresh flavor.

Get yourself a package today—and have *two* grand eating times!

P. S. Big families love Birds Eye Corn chowder and fritters, too. So buy two boxes and double each recipe. Serves 4 to 6.



... to have folks tell you that other brands of quick-frozen foods are "the same as" Birds Eye? If you've compared, you KNOW there is *only one* Birds Eye—uniform quality with money-back guarantee.



You have your rights—stand up for 'em! Ask for Birds Eye—and stick to it! When you buy quick-frozen vegetables, fruits, poultry, or seafoods, look for "Birds Eye" on the package. It just isn't Birds Eye unless it's plainly marked *Birds Eye!*



AT A MOCK WAKE IN OPA HEADQUARTERS LEON HENDERSON (SEATED, RIGHT) AND PAUL PORTER (HAND ON HENDERSON'S SHOULDER) ARE THE CHIEF MOURNERS

DEATH OF OPA

The first and last wartime price bosses mourn for their agency

This touching scene took place last week at a mock wake held by employees of OPA in Washington. In the casket is a dummy representing all the mortal remains of the wartime price agency; she is swathed in old price regulations and has horns indicating that, alas, she was never very popular even at her best. The chief mourner, trying to look like a father who has lost his only daughter, is Leon Henderson, who was indeed the parent and early tutor of OPA. Standing, like a young man who

must take second place at a funeral because as husband he knew the deceased for only part of her lifetime, is Paul Porter. This, too, is appropriate, for Porter's experience with OPA was too brief to be called an enduring marriage and too unpleasant to be termed a honeymoon. Mourners at left are agency employees who thought the end of price control, except on rents, rice and sugar, deserved a ceremony. Prominent among those who did not send flowers was the National Association of Manufacturers.



"Ooh, Mother! They're cute!"

It wouldn't be a "homey" Christmas without



TAVERN HOLIDAY CANDLES

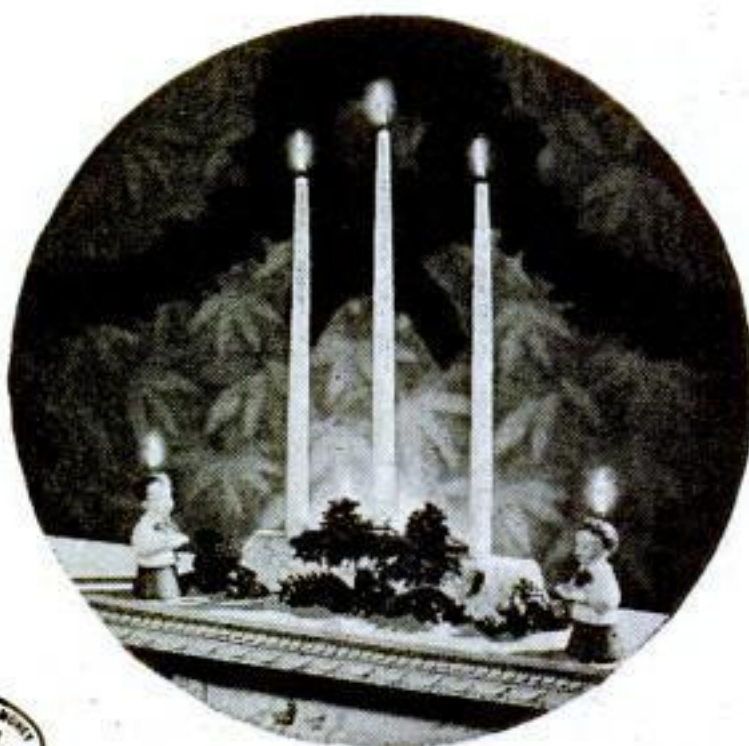
Candles are fun! Light up your home throughout the season with these whimsical little figures that add color, charm and Holiday spirit!

Add further to the festivity with attractive arrangements of Tavern Holiday Candles for your table, mantel and Christmas tree...The whole family will be delighted.

They're grand to give as inexpensive presents, too—packed in gay gift boxes. Everybody appreciates and welcomes them!

Don't forget the TAVERN HAND-DIPPED CANDLES!

They're "Christmasy," too—give just the right touch to table and mantel arrangements. Hand-dipped, they burn evenly, cleanly, without flicker, fume or drip! Make it a merrier Christmas with Tavern Holiday Candles!



TAVERN CANDLES

MADE BY THE MAKERS OF TAVERN HOME PRODUCTS



CLIMAX OF CEREMONY took place when Moses Harragara, one of Otoe tribe's oldest members, presented copy of Jefferson letter to Dr. Julian Boyd.

JEFFERSON LETTER

Indians present old script to Princeton Library

Princeton University, which is striving to complete its collection of Thomas Jefferson's writings, went to a lot of trouble this month to fill one gap. Off to the Oklahoma reservation of the Otoe Indians, an obscure branch of the Winnebagos, went a big Princeton delegation accompanied by an emissary from the *New York Times*; which had put up \$200,000 for the collection and publication of the papers. After much dickering, the Indians finally agreed to share their prized possession—a letter in French written by Jefferson to Otoe envoys who visited Washington in 1806 as a friendly gesture after the Louisiana Purchase. But the university had to be satisfied with a photostatic copy (below).

*Mon Enfants il peut arriver que pendant que vous
etes ici il y aura occasion de parler de bien des choses que
je ne mentionne pas particulièrement à present le Secretaire
de la Guerre sera toujours prêt à parler avec vous, et vous
devrez considérer tout ce qu'il vous dira comme si je le
disois moi-même, il prendra aussi soin de vous et vous
qu'on vous fournisse tout vos aises ici.*

Th. Jefferson
Jan 4 1806

JEFFERSON'S LETTER to Otoe tribe ended with a paragraph saying, "My children it is possible that while you are here there will be occasion to speak of many things which I do not mention particularly at present. The Secretary of War will always be ready to speak with you and you will consider all that he shall say to you as if I said it myself; we shall take care of you and will see that you are supplied all your comforts here."

"Hey! We're burning up the page!"



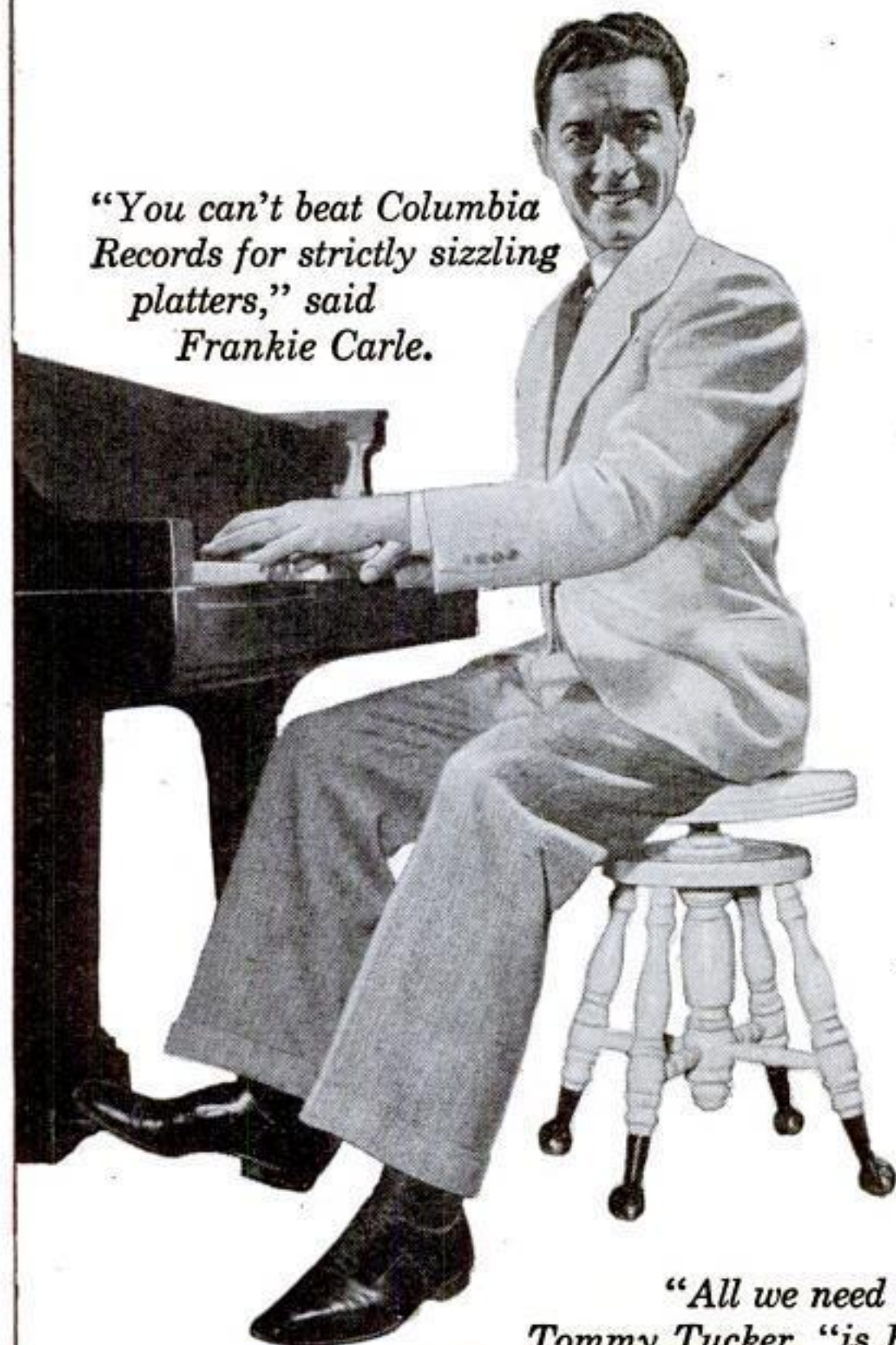
cried **GENE KRUPA**
as he beat
with the
heat



"Eet's hottest jam session
in heestory . . ." said
Xavier Cugat, "when
Columbia's beeg names
get together."

"Yes Sir," said
Les Brown, "the
readers of this
magazine are going
to scorch their
fingers when they
pick up this
Columbia
Record ad!"

"You can't beat Columbia
Records for strictly sizzling
platters," said
Frankie Carle.




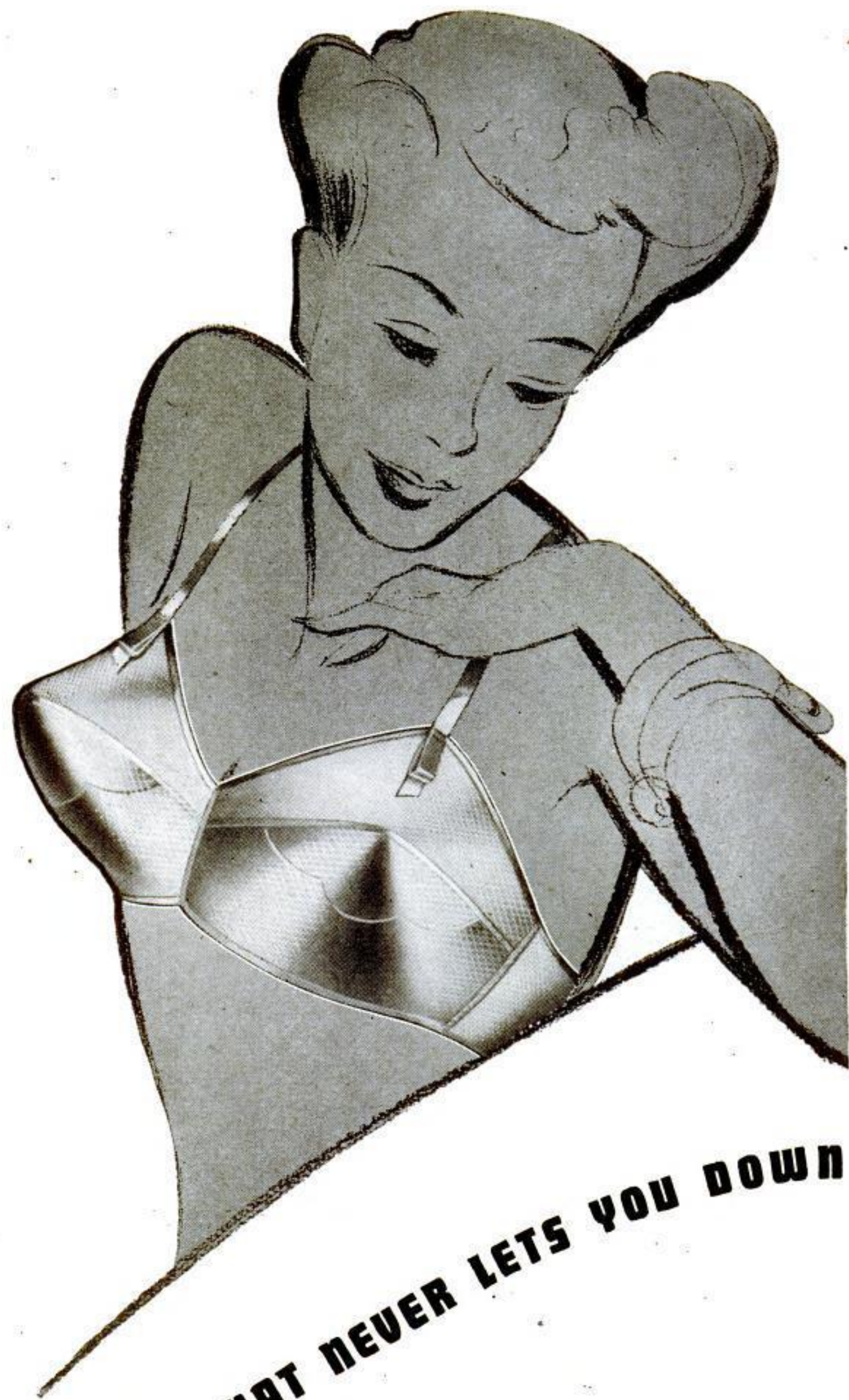
"Read this slogan,"
said Claude Thornhill.
"It's a complete
education in
popular music!"



"All we need now," said
Tommy Tucker, "is Benny Goodman,
Woody Herman, Harry James, Frank Sinatra,
Dinah Shore, Count Basie and the many other top
Columbia popular aces . . . and we'd burn
up the whole magazine!"

Tune in to these Columbia Record stars on the
"Columbia Record Shop" radio program with Martin Block.
See your local paper for time and station.

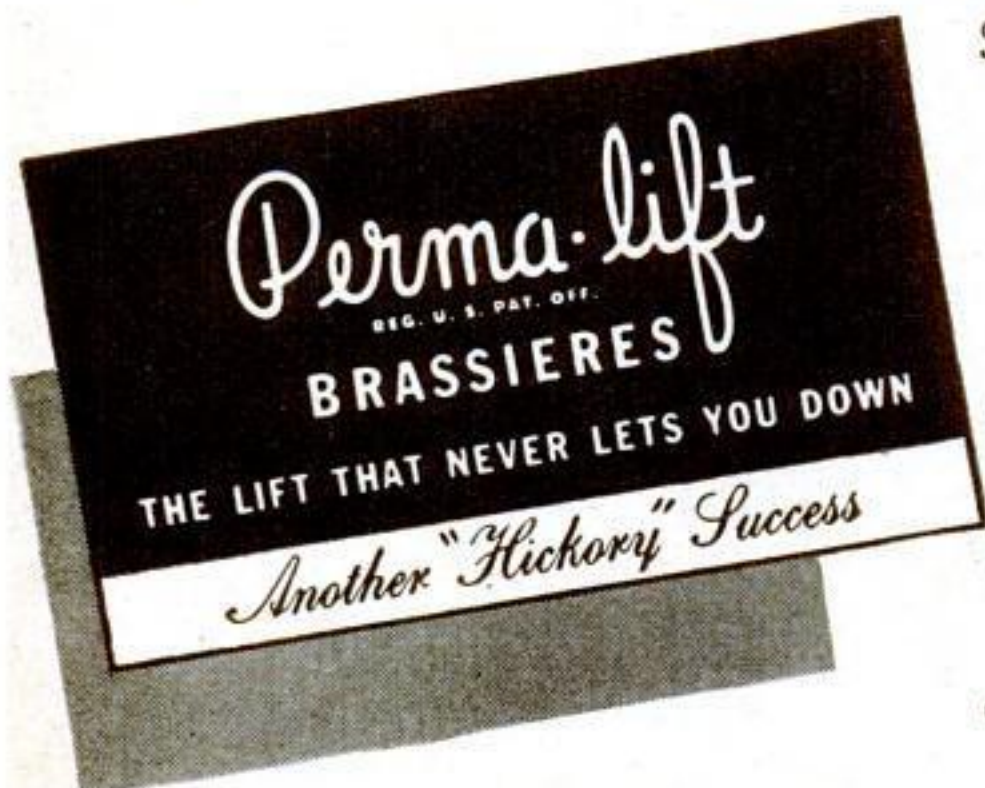
Trade Marks "Columbia," and  Reg. U. S. Pat. Off.



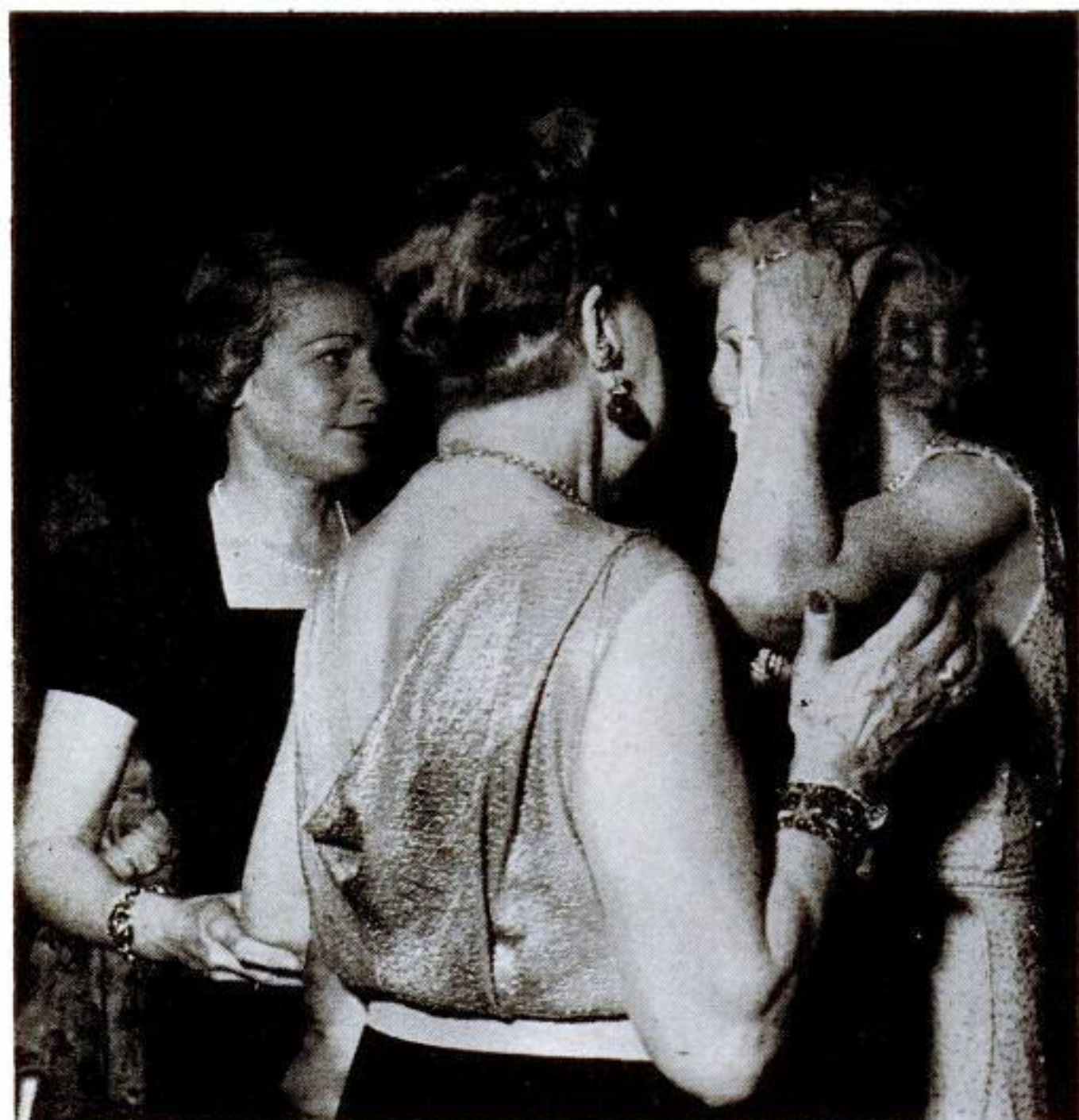
THE LIFT THAT NEVER LETS YOU DOWN

Your new "Perma-lift"* Bra will give you that supreme comfort and smart, stylish uplift—found in no other brassiere. Remember in a "Perma-lift" Bra, the famous cushion insets at the base of the bra cups gently support your bust from below—never lose their uplift thru countless washings and wear. For unexcelled style, comfort, and beauty, ask for a "Perma-lift" Bra—America's favorite—at fine stores everywhere—most styles

\$1.25 to \$2.50 • You'll also enjoy wearing a new "Perma-lift" Girdle—No Bones About It—Stays Up Without Stays. It won't wrinkle, won't roll over, yet it will stay up.



*"Perma-lift" and "Hickory" are trademarks of A. Stein & Company (Reg. U. S. Pat. Off.)



BEMOANING HER LOSS Mrs. Kavanaugh (right) is consoled by friends on opening night. Suspecting thievery, she removed bracelet worn on left arm.

MRS. KAVANAUGH'S LUCK

Operagoer loses \$5,000 bracelet, gets it back

At the opening of opera season the most glitter, as usual, was provided by Mrs. George Washington Kavanaugh, 80, an eternally young socialite whose friends sometimes call her "Tiffany's front window." Posing for photographers in the lobby, she opened her ermine wrap and displayed 1) a diamond and emerald tiara, 2) a diamond pendant, 3) five bracelets on her right arm, 4) a single monster bracelet on her left arm, 5) numerous rings set with diamonds the size of grapes. Later (above) she discovered that one of the five bracelets was missing from her right arm. It was worth \$5,000. But all ended happily. An honest housewife (below) found the bracelet in the lobby on her way to a gallery seat.



HAPPY REUNION with bracelet took place at police property bureau last week. Finder, Mrs. Mina Schraff (left), a former domestic, got a \$250 reward.



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They're Electric...
They're Telechrons!*

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Telechron

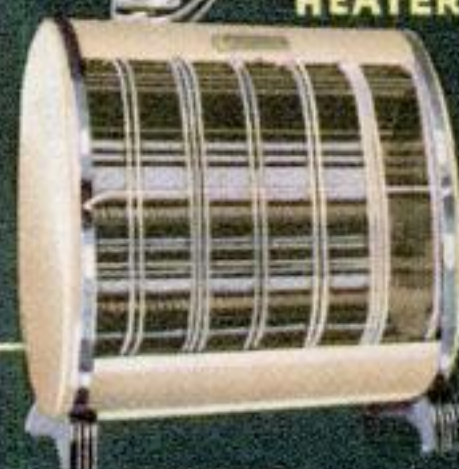
REG. U.S. PAT. OFF.

ELECTRIC CLOCKS

Gifts FOR EVERYONE



GAS HEATER



ELECTRIC HEATER



OUTBOARD MOTOR



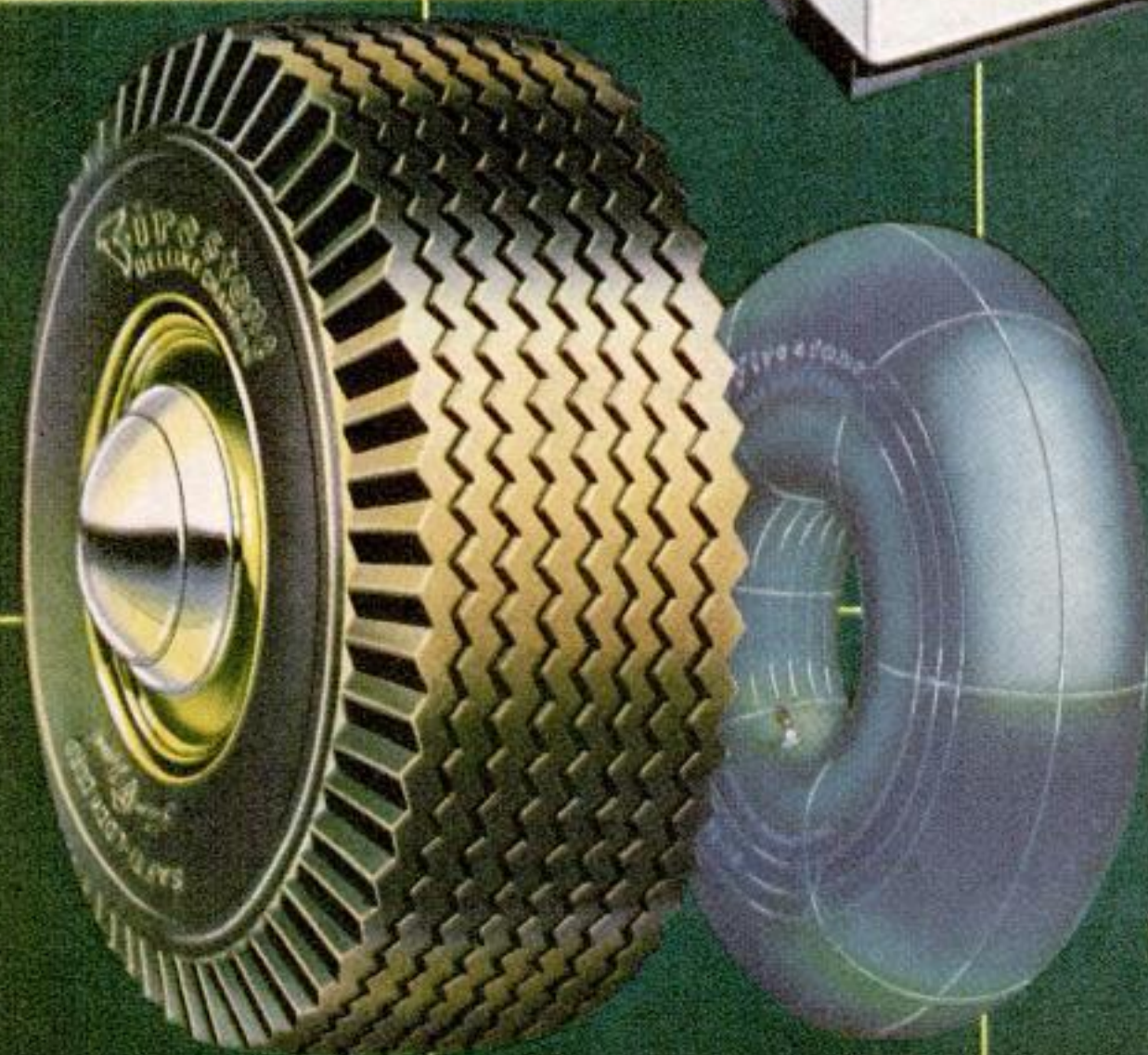
REFRIGERATOR



DOOR CHIME



FRUIT JUICER



CAR HEATER



BILLFOLD



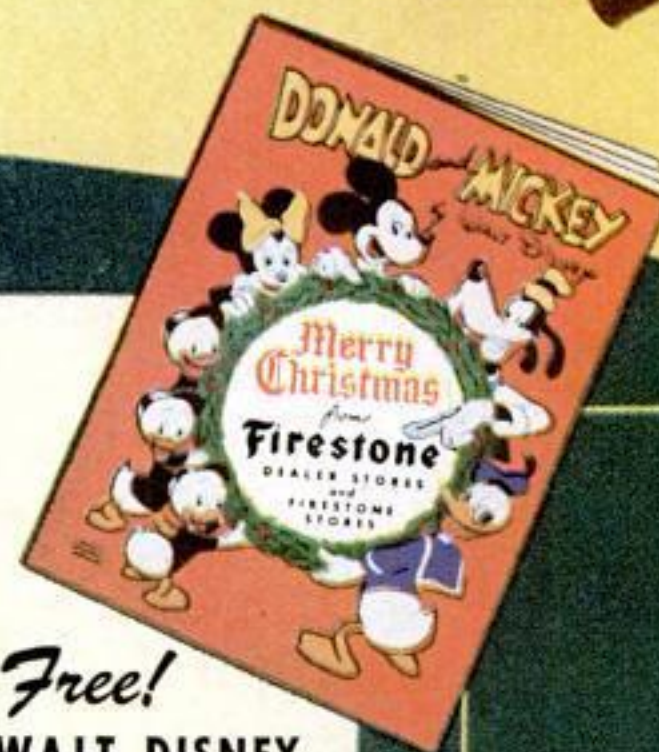
AT Firestone

HAVE you seen the colorful displays of timely Christmas gift suggestions now on sale at your nearby Firestone Dealer Store or Firestone Store?

There you will find toys for girls, toys for boys, toys for children of all ages. And for grown-ups there are hundreds of high-quality, practical products, at amazingly low prices, that will delight your family and friends.

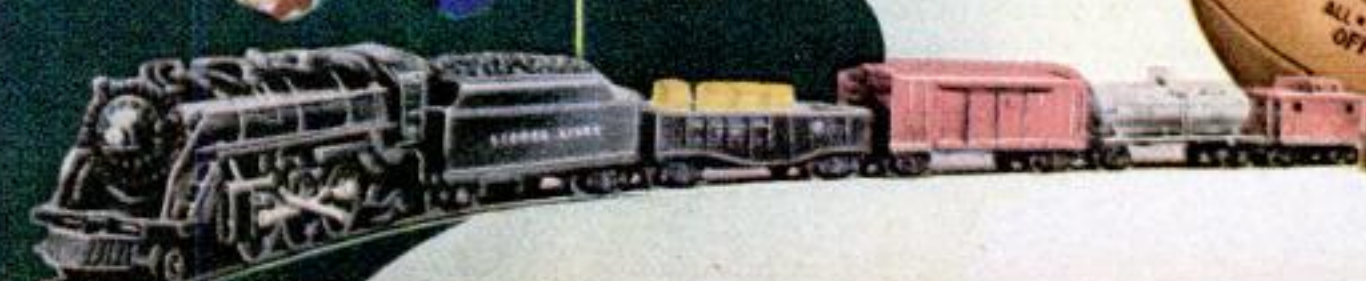
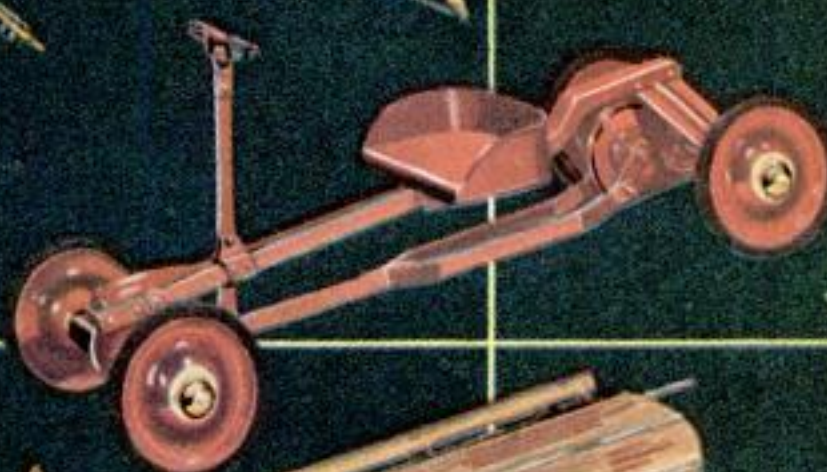
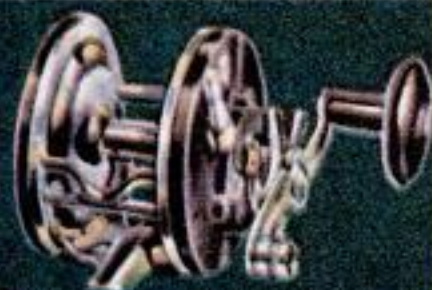
Illustrated on these pages are just a few products that will make welcome gifts. But please remember that stocks of many items are limited. So don't delay . . . save time and save money by doing your Christmas shopping the convenient one-stop Firestone way . . . today!

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Free!
WALT DISNEY
COMIC BOOK

Get one at your nearby Firestone Dealer Store or Firestone Store





Pictured: Blanket Wardrobe of "Nocturne" and "Douglas" Pair in Delft Blue . . . \$36.45 the set, at fine stores everywhere.

Here comes Santa Claus! What wide-eyed youngster wouldn't slip back to sleep with "visions of sugar plums"—especially if she were lucky enough to be tucked away beneath snuggle-warm North Stars!

And what finer, more welcome gift than a Blanket Wardrobe by North Star . . . a gorgeous "pair" plus a lightweight Nocturne. Each bed needs these three blankets to give real four-season comfort. All North Stars are live virgin wool, double napped for double warmth . . . famous for keeping their hope-chest freshness through years and years of sturdy wash and wear. Today's North Star quality is better than ever . . . and prices are prewar.

For special small fry, favorite mother, that holiday bride, Christmas-shop by a star—America's long-loved North Star!

FREE! "Decorate Your Dream Room"... Decorating is fun when you follow the friendly advice in this practical little book—quick tricks to

make any bedroom gayer, brighter, livable, lovable. Write North Star Woolen Mill Co., 228 South Second Street, Minneapolis 1, Minn.



100% VIRGIN WOOL... \$14.95 TO \$145.

BERGMAN ON BROADWAY

She is triumphant as Joan of Arc

In 1940, when she made her first appearance on the New York stage in *Liliom*, Ingrid Bergman was a beautiful importation from Sweden with a single U.S. movie to her credit: *Intermezzo*. In the succeeding six years she built up a deservedly enormous reputation with such successes as *Gaslight*, *Spellbound*, *Saratoga Trunk* and *Notorious* to become Hollywood's undisputed queen. Last week Ingrid Bergman returned to Broadway. Outside the theater were swarms of screaming bobby-soxers through whom the most dressed-up and celebrity-filled audience of the season was hardly able to push its way.

The play was Maxwell Anderson's *Joan of Lorraine*, personally selected by the star for whom Joan of Arc has always been a personal heroine. Anderson has written a play about a play. The action opens with a rehearsal on a bare stage. The director, handsomely played by Sam Wapamaker, talks of his theatrical troubles until the star, Mary Grey, appears. Then begins a run-through of a play about Joan of Arc, with Mary in the lead. The action shifts back and forth from rehearsal to play. In the latter the actors appear in half-completed costumes or street clothes on an unset stage, where the story of Joan is shortly and simply told. In the rehearsal scenes actress and director argue and she even threatens to quit the show because she thinks rewriting has made Joan a character who compromises too much with evil.

Because her two roles are too much alike, Ingrid Bergman has no chance to employ her considerable talents to their limit. Acting in an over-intellectual drama, she is technically excellent but badly needs a big emotional scene where she can tear the audience's heart out. Nevertheless the critics, giving way to utter adoration, pulled out their most glowing adjectives to describe the star, called her performance "radiant," "inspiring," "wonderful." Everybody thought the play would run as long as Ingrid Bergman cared to act in it.



JOAN OF ARC PRAYS FOR GUIDANCE WHEN SHE LEARNS HER GOOD WORK IS BEING UNDONE BY EVIL MEN



PLAY OPENS with a rehearsal. Director Masters (Sam Wanamaker) strides up and down discussing the

day's work as Mary Grey (Ingrid Bergman, behind light), the star of the show, walks in. Later on she begins

acting out the part of Joan in a scene showing how the young peasant girl hears the voices of the saints.



AT COURT Joan confronts the corrupt Dauphin of France (Romney Brent, *seated*) with the evidence of how completely her leadership has defeated the English foe. She

urges him not to leave off fighting to make terms and demands that he give up his mistress (*in bed at right*). Note that some rehearsing actors are wearing street clothes.



AT HER TRIAL Joan cringes from the executioner (*right*). The seated churchmen tell her she will burn as a heretic if she refuses to accept the church's judgment that her

"voices" are evil sorcery. Joan wavers but ultimately reaffirms her faith that the voices were sent to her by God and that the church is mistaken. She is led to her death.

[CONTINUED ON PAGE 54](#)



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for
almost a century*

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Wood craftsmen know only *one* way to fashion a ring...the quality way.
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Penthouse Club: At this popular sky-spot overlooking Central Park, Betty Underwood, Mel Jurden and Florence Sweeney get a good view—and a big taste—of America's top drink, Pepsi-Cola. That's nice viewin', and nice drinkin'.



Pin-Up Room: With plenty of eye-catching favorites lining the walls of this famous restaurant, Dorothy McEwan and Eleanor Carlson let Jimmy Engler in on their favorite . . . a tall Pepsi-Cola. That means finer flavor . . . and plenty!



Voisin: In the sparkling atmosphere of this smart Park Avenue rendezvous, Sharon Lee and Robert Lamb find it's smarter to order the big, big drink in the big, big bottle, Pepsi-Cola. Tops in good taste . . . easy to like a lot.

Photos by Larry Gordon



IN PRISON JOAN STRUGGLES TO DECIDE IF HER "VOICES" ARE REAL

ANDERSON HAS MADE A SENTIMENTAL FIGURE OUT OF SHAW'S FIERY SAINT

Joan of Arc was born about 1412, burned at the stake for heresy and witchcraft in 1431, revived as a French heroine in 1456, designated Venerable by the Church of Rome in 1904, declared Blessed in 1909 and finally canonized in 1920. For historians and poets, believers and atheists, she has been one of the most interesting characters who ever lived. Voltaire, Schiller, Mark Twain and Bernard Shaw have all written important literary works about her. Freshest in the memories of playgoers likely to see *Joan of Lorraine* is Shaw's play, *Saint Joan*, which was first produced in 1928. Because they are both dramas and both written in this era, last week's smash hit is bound to be compared to the Shaw masterpiece.

The two playwrights take very divergent views of the Maid of Orleans. Shaw represents Joan as one of history's great revolutionaries. As an apostle of France for the French, she was an early exponent of nationalism. As a popular figure who insisted that saints dealt with her directly instead of through the agency of the church, she was, inadvertently, one of the early Protestants. Shaw insisted that Joan was not beautiful—a belief with historical foundation—and made her a vital, pugnacious and overbearing girl.

Maxwell Anderson's Joan is sweet, shy and completely feminine—a character well adapted to the talents of Ingrid Bergman but one difficult to imagine at the head of the armies of France. Instead of bothering to characterize Joan, however, Anderson makes her a vehicle for a debate on faith. Actress Mary Grey is reluctant to believe that Joan wholeheartedly used her saintly talents to save the corrupt French court. She threatens to resign her part, changes her mind only after re-analyzing the circumstances of Joan's death. Joan was weak enough to disown her "voices" under pressure from the church but she later recanted and unswervingly stood by this symbol of inner faith. This convinces Mary that, even though it meant undermining the authority of her church, Joan never compromised with her own soul. Anderson offers this reliance on Emerson's still, small voice over the dicta of authority as a credo for the 20th Century.

So impressed were the drama critics with Ingrid Bergman's performance that they overlooked the weaknesses in Playwright Anderson's characterization of Joan. He makes her a well-meaning girl whom the church maltreated. Shaw's less sentimental view, which has good historical backing, shows that Joan was a very dangerous woman for her time. She got a fair trial, says Shaw, and the adverse verdict was the only one possible to expect from a worldwide institution imperiled by a popular fanatic. Shaw's Joan is a fiery saint. Anderson's is only a sweet symbol.



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Spare Key Pockets



Sliding Card
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"Director's" important "eight pockets to hold everything." It's full mansize. And, it has Amity's added "for ladies only" features . . . a large, gusseted coin pocket, essential snap-tab closure, and gay, costume-matched colors. Small wonder Amity's "Directress" is queen of the popularity polls, secure as "first lady" in its field. • Give the "Directress" for its colorful gayety and feminine charm, on Christmas Day. Its lasting loveliness and welcome utility will let your gift live in growing appreciation for years to come.



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 Clem Bevans • Margaret Wycherly • Forrest Tucker • Screen Play by Paul Osborn • Based on the Pulitzer Prize Novel by Marjorie Kinnan Rawlings • Directed by Clarence Brown • Produced by SIDNEY FRANKLIN • A Metro-Goldwyn-Mayer Picture



MISS BROWN WRITES IN BED, WITH A QUILL PEN. HERE SHE IS USING A BLUE HERON FEATHER. USUALLY SHE FAVORS SWAN'S PLUMES



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Margaret Wise Brown, who uses three pseudonyms, has written 53 books and bound one of them in bunny fur

by BRUCE BLIVEN JR.

BETWEEN now and Dec. 24 hundreds of thousands of mothers, grandmothers, uncles, brothers and friends of young children will approach salesgirls in bookshops, toy stores, drug and department stores with minor variations of the stereotyped inquiry, "Which book would be best for my nephew, Theodore? He is 4 years old, but very advanced for his age." (No one has ever asked for a book for a backward nephew. Most publishers, therefore, lie in age-level advertisement; a book that should be a pushover for a Three is called suitable for a Four.) The chances are good that a customer, especially if he is looking for something in the \$1 to \$2.50 class, will come away with one of Margaret Wise Brown's books.

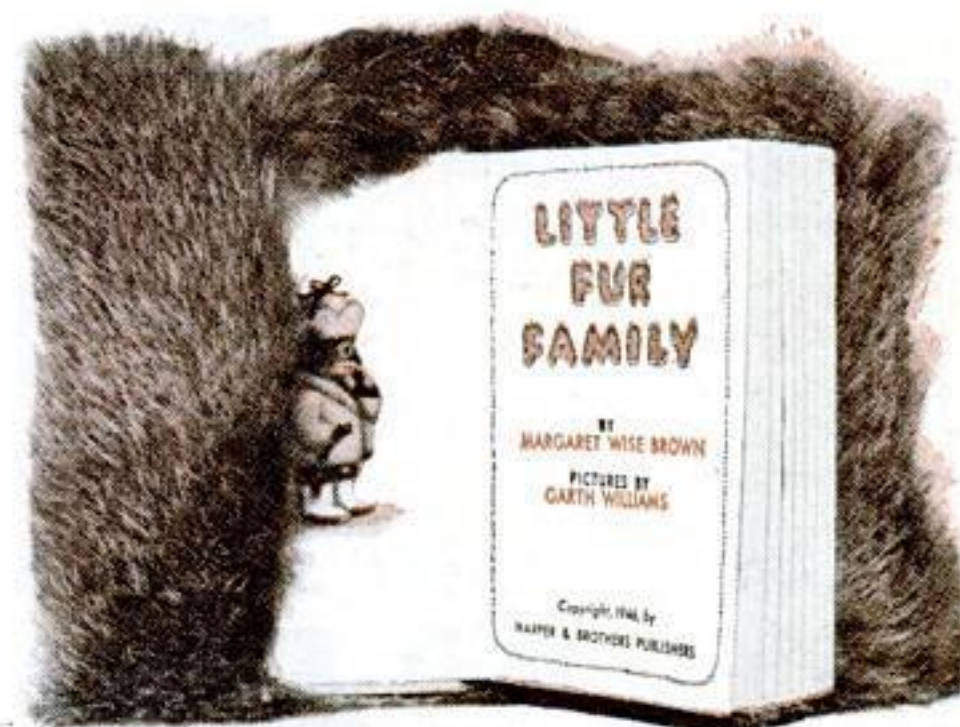
In the brief 10 years Miss Brown has been writing for children she has had 53 books published, of which 47 are still in print and on sale under the imprints of seven different publishers. Miss Brown's total sales are, in round numbers, 836,000. A publishing house is usually reluctant to let any writer in its stable appear under another firm's colors. In Margaret Wise Brown's case, however, her seven publishers combined are unable to keep up with her output. To avoid flooding the market, Miss Brown has adopted three noms-de-plume. For Doubleday she is Golden MacDonald, author of the best sellers, *Little Lost Lamb*, *Red Light Green Light*, and *Big Dog Little Dog*. As Timothy Hay she is the author of Harper's *Horses*. Juniper Sage, printed by William R. Scott, is really Miss Brown and a collaborator, Edith Thacher Hurd.

Harper and Scott also publish Miss Brown under her real name, but Doubleday believes that Golden MacDonald, who has written three smash hits in a row, now has greater sales appeal than Margaret Wise Brown and would be reluctant to drop the deception. Miss Brown manages to feel entirely free from jealousy towards her pseudonymous selves. She does think, however, that the Misses MacDonald, Hay and Sage have clear-cut writing personalities and distinct styles, and has said that by the first draft of a new book it is perfectly clear in her mind who wrote it.

During the first two weeks of October, three new Brown books, all destined to be hits, appeared on the market. Doubleday published *The Little Island* by Golden MacDonald which, as a Junior Literary Guild selection, started off with a sale of 20,000. *The Man in the Manhole* by Juniper Sage (Miss Brown and Edith Thacher Hurd) is a most promising title on the new Scott list. *Little Fur Family* by Margaret Wise Brown (Harper), a miniature volume bound in New Zealand rabbit fur, looked and felt so good that the publishers ordered a huge first printing of 75,000 copies. Harper is already planning a second edition in normal size and texture and has published a limited (two copies, valued at \$15 each) mink edition for the carriage trade.

In addition to her solid claim to the title of World's Most Prolific Picture-Book Writer, Miss Brown, who is unmarried, is probably prettier than any of her competitors. She is a tall, green-eyed, ash blonde in her early 30s

with a fresh outdoors look about her. People who meet her for the first time are likely to think she is extremely sophisticated, which is entirely true. Her striking appearance is usually punctuated by some startling accessory such as a live kitten in a wicker basket or a hat made out of live flowers, and is emphasized nearly always by a high-spirited Kerry blue terrier on a kelly green leash. Nominally she lives in New York City. Actually she is away in Maine (where she spends her summers), Connecticut, Long Island, Vermont or Virginia about half the time. She almost never reads newspapers, depending for her information about current events upon whatever her friends happen to tell her; nearly all subjects of major



HER LATEST BOOK, in bunny fur, costs \$1.50. A mink-bound edition of two copies has been published.



"Are you sure there's nothing you'd rather have for Christmas than a Gem Razor and Gem Blades?"

For Christmas Morning—
and Every Morning!



START HIM OFF RIGHT, day after day, with a pleasant reminder of *you*! Here's the richest looking Razor and Blade Gift Set you'll see this year. It contains a gold-plated Gem Razor in a handsome case—complete with gold-plated sheath of 5 Gem Blades. Also, 30 *extra* Gem Blades in 6 handy packages!

THERE is no better "man's gift" than a fine razor—and no finer razor than Gem! Get him this gold-plated Gem Razor in a durable, richly lined case. It's complete with 5 Gem Blades in a gold-plated sheath.

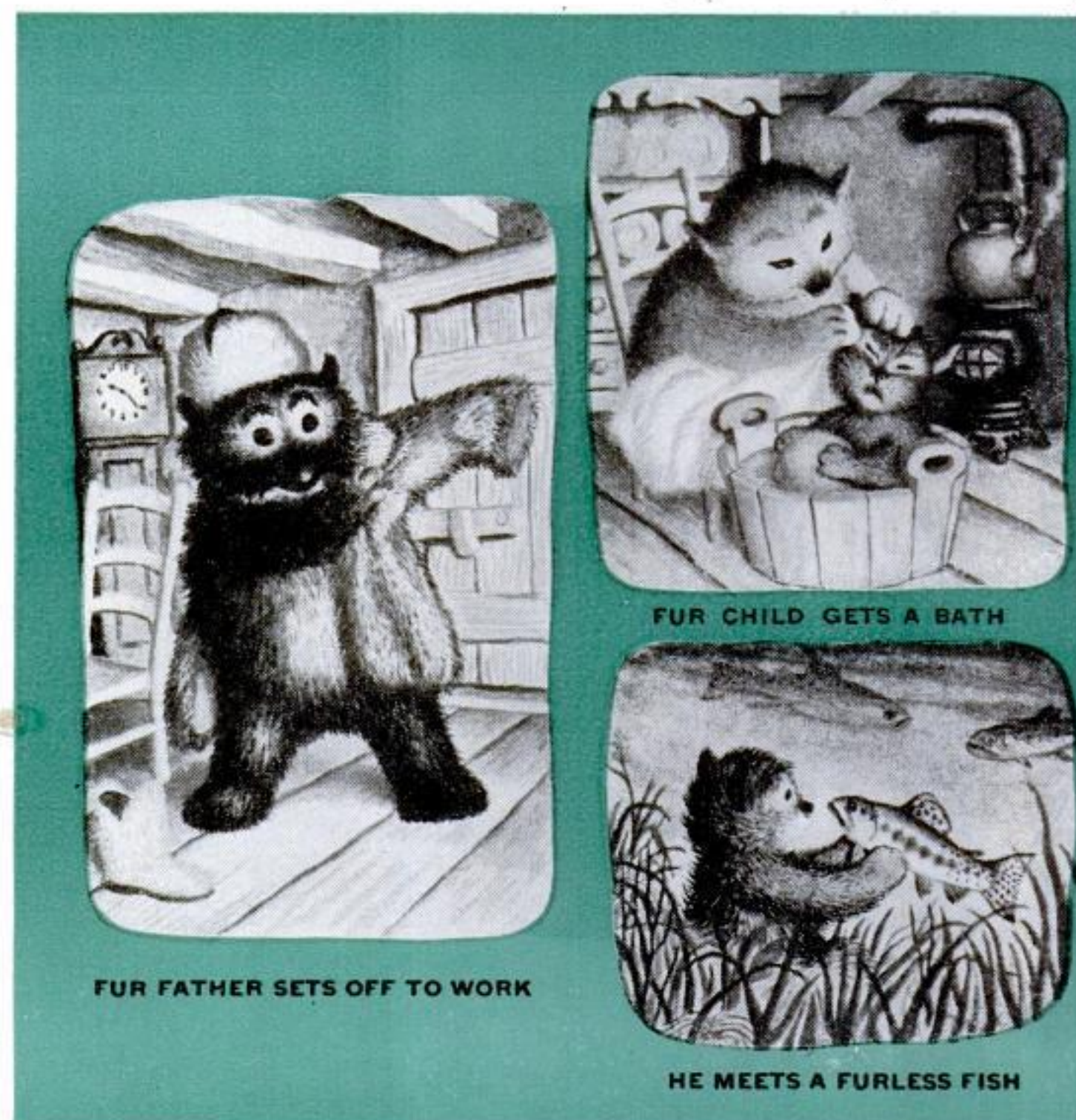
*Price adjusted in Canada



TAKE THE '5 O'CLOCK SHADOW' OUT OF HIS LIFE WITH



GEM RAZORS
and
BLADES



LITTLE FUR FAMILY recounts the adventures of the only child in a little fur family, "warm as toast smaller than most in little fur coats, and they

CHILD'S BEST SELLER CONTINUED

importance come up sooner or later, although occasionally the time lag is fairly long. She did not hear about this summer's stock-market crash, for example, until three weeks afterward and for a while, on account of a fisherman's garbled report, Miss Brown understood that the U.S. and Yugoslavia were at war.

Miss Brown, therefore, is likely to say things that in simplicity and form have the surface glitter of an epigram. A friend once asked her what time it was and Miss Brown replied, thoughtfully, "What time would you like it to be?" If you ask Miss Brown what her hobby is she will answer, probably, "Privacy." Many a stranger, afraid to ask her what the hell she was talking about, has taken such a remark home for study under the impression that Miss Brown combines the best features of Dorothy Parker and Immanuel Kant.

The first things Miss Brown can remember about her childhood are high grille fences and a red-brick church in Greenpoint, Brooklyn, where she was born. Her father, Robert Bruce Brown, was one of the heads of the prosperous American Manufacturing Company, makers of hemp rope, cordage, twine and bagging. Margaret's mother came from a first Virginia family with a genealogy filled with Revolutionary War heroes.

The woods and beaches around Whitestone Landing, N. Y., where the Browns soon moved, were Margaret's favorite playground. She had 30 rabbits, 10 squirrels, a bowl of goldfish, a collie of her own and six other "borrowed" dogs, but only three children to play with, not counting her brother who was really too old and her sister who was really too young.

In school and college Miss Brown was interested in those writers who, in the '20s and early '30s, were experimenting with forms and techniques. She took a short-story course at Columbia but couldn't think up any plots. Then she decided to study at the Bureau of Educational Experiments in New York City, now known as Bank Street Schools. It turned out to be the first step toward her picture-book writing career.

Writing for young children looks easy. An entire book may contain 300 words of text, or even less. The words are simple. It is not as easy as it looks, however, because children are a merciless audience. An author of picture books may fool publishers and adults some of the time; the unavoidable test is what happens when the child hears the story. Most of Miss Brown's 53 books, put to this trial, are a rollicking success. Her "noisy books" (*The City Noisy Book*, *The Country Noisy Book*, *The Seashore Noisy Book* and *The Indoor Noisy Book*) are written in sounds and questions that bring the child into the story. They concern a small sightless dog, Muffin, who trots around hearing noises: an automobile's



GOES TO PLAY IN WOODS



MEETS TINY FUR ANIMAL



AND GOES TO BED PIGGYBACK

lived in a warm wooden tree." The fur boy is kind to fish and ladybugs, polite to his fur grandpa, comes home on time. Illustrations are by Garth Williams.

"awuurraawuurra," an airplane's "rrrrr," a frog's "Jugar jugarum," a vacuum cleaner's "mmmzzmmmmmmmmmm" or the hush of a very quiet custard. Nothing could be more fascinating to a four-year-old than listening to his parents' struggles with the vocal demands of the text or more hilarious than the books' surprise questions: "It began to snow. But could Muffin hear that?"

At the Bureau of Educational Experiments Miss Brown learned what will tickle small children, entertain, enchant and make them jump. The Bureau, a hotbed of progressive education theory directed by Lucy Sprague Mitchell, combines a model nursery school and student teachers' course. Miss Brown enrolled in the course and was soon offered a job on the publications staff. Her special duty was testing child reaction to writing for children, including some things of her own that Mrs. Mitchell had encouraged her to write.

It was not hard, when listening to one of her own stories read aloud, to tell when something adult or overwritten had crept in. In their own storytelling, moreover, "the little guinea pigs" suggested hundreds of ideas of things that they liked to hear about, favorite phrases and intriguing patterns of words. A certain Mollie, for example, aged two, dictated this classic poem* to a Bank Street staff member:

Remember the goldfish?
Remember?
Remember the Goldfish?

Goes round and round!
Umn!
Swims?
Umn!
Sleeps!
Umn!

Remember the goldfish?
Has no hands.
No.
Has no feet.
No.

Remember the goldfish?
Has no hands!
Remember the goldfish?
Has no hands.

If it hadn't been for Bank Street and Mrs. Mitchell, Miss Brown might never have drifted into writing for children, yet her first solo

* From *Another Here and Now Story Book* edited by Lucy Sprague Mitchell. Published by E.P. Dutton & Co. Price \$2.50

CONTINUED ON NEXT PAGE

the Gift OF THE WEST!



CALF ROPING...this reproduction is from the Pendleton Woolen Mills collection of notable paintings of Pendleton Round-up events and range life by E. B. Quigley, prominent Western artist.



SAY PENDLETON for Christmas



Put him in a mistletoe mood—with a Pendleton shirt... or a Pendleton robe... or a sport blanket... or slacks. For men the country over treasure Pendletons as their prize possessions. They know this famous Western brand means a present with a future... because the 100% virgin woolens from which Pendleton products are made have proved themselves for splendid styling and staunch, sturdy wear.

Pendleton

PENDLETON WOOLEN MILLS • PORTLAND 4, OREGON

* Aralac

AZLON, THE WONDER PROTEIN FIBRE

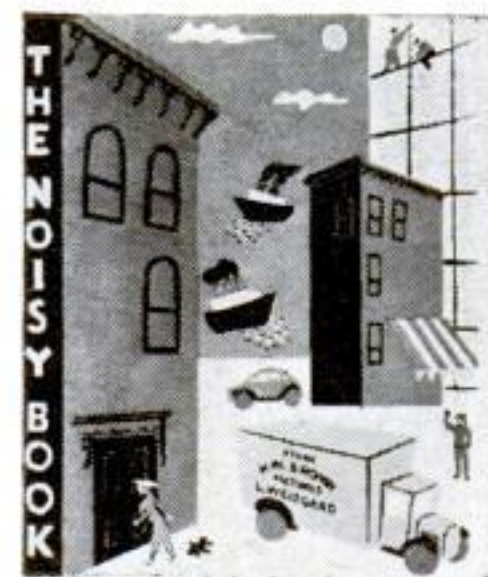
That slim, sophisticated
look is Charles Armour's
answer to what's new for
southern wear. The
fabric falls into the
spirit of things, too:
it's a Casablanca print
of rayon and
ARALAC.



CHILD'S BEST SELLER CONTINUED

book represented a protest against Bank Street doctrine. Mrs. Mitchell believes fervently that a child's first six years of literary experience should be entirely in accord with his personal experiences; that he should be read stories about the familiar sights, smells and sounds, postponing the traditional myths and classics, fairy tales and fables, for later on.

That premise pinched a little on Miss Brown's carefree imagination. Out of a Chekhov plot she made a story about an old, old lady with 17 cats and one little blue-gray kitten who lived alone by the side of the sea and who, when the cold wind blew, was comforted by her kitten. Miss Brown tossed off the text, put it in the bottom of her desk and went off to Virginia for a week's vacation. While she was away one of her colleagues found the manuscript and took it to Harper & Brothers. They published it in 1937 without changing a word under the title, *When the Wind Blew*.



PUBLISHER: WILLIAM R. SCOTT, INC.

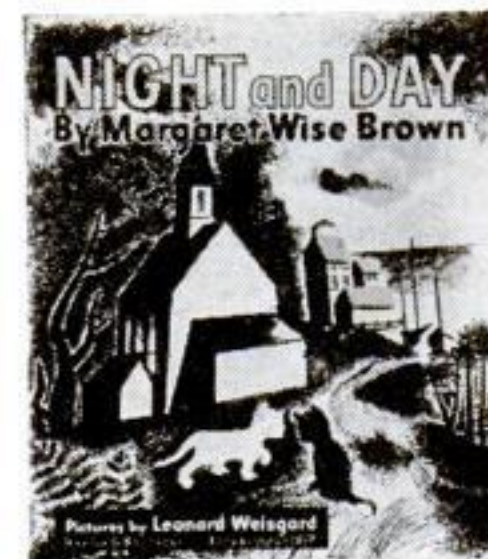
That was the first of Miss Brown's 53 books. Harper immediately published another of her stories, and at the same time Mr. Macrae of Dutton asked her to come and see him. "I had never seen a publisher before," Miss Brown says. "I was never more impressed." Mr. Macrae asked her to do a book for him. "How big a book?" Miss Brown asked. Mr. Macrae looked puzzled. "I mean," she explained, "how thick would it have to be?" Mr. Macrae said he thought a book of just ordinary thickness would do, and he sent an assistant for a sample.

Miss Brown looked at it thoughtfully and decided it was all right for size. She was on the point of accepting the commission when Mr. Macrae brought up the subject of money by offering an advance and a 12½% royalty on retail sales. She didn't have the slightest idea what the figure meant, but instinctively asked for 15. That negotiation ended in the best contract Miss Brown has ever signed. In later deals, despite far greater bargaining power, she has always settled for less.

In 1938 a fledgling publisher, William R. Scott, went to his friend Mrs. Mitchell and asked her to be children's book editor for his firm. Mrs. Mitchell was too busy, but she suggested Miss Brown. "I went to lunch," Miss Brown says, "and stayed for four years." As a Scott editor Miss Brown quickened the pace of her output. Within a year four Brown books appeared. Miss Brown also worked on a remarkable volume, *Cottontails*, designed for children as young as 18 months. It was a tactile book, meant to be handled rather than read; the apple tree had red-glass buttons for apples, the bunny had a tuft of cotton for a tail and there was a bell on the cat's collar that really tinkled. In case the child, tired of playing with the book, tried to eat his literary fare that was quite all right because *Cottontails* was printed on untreated cloth with non-toxic dyes.



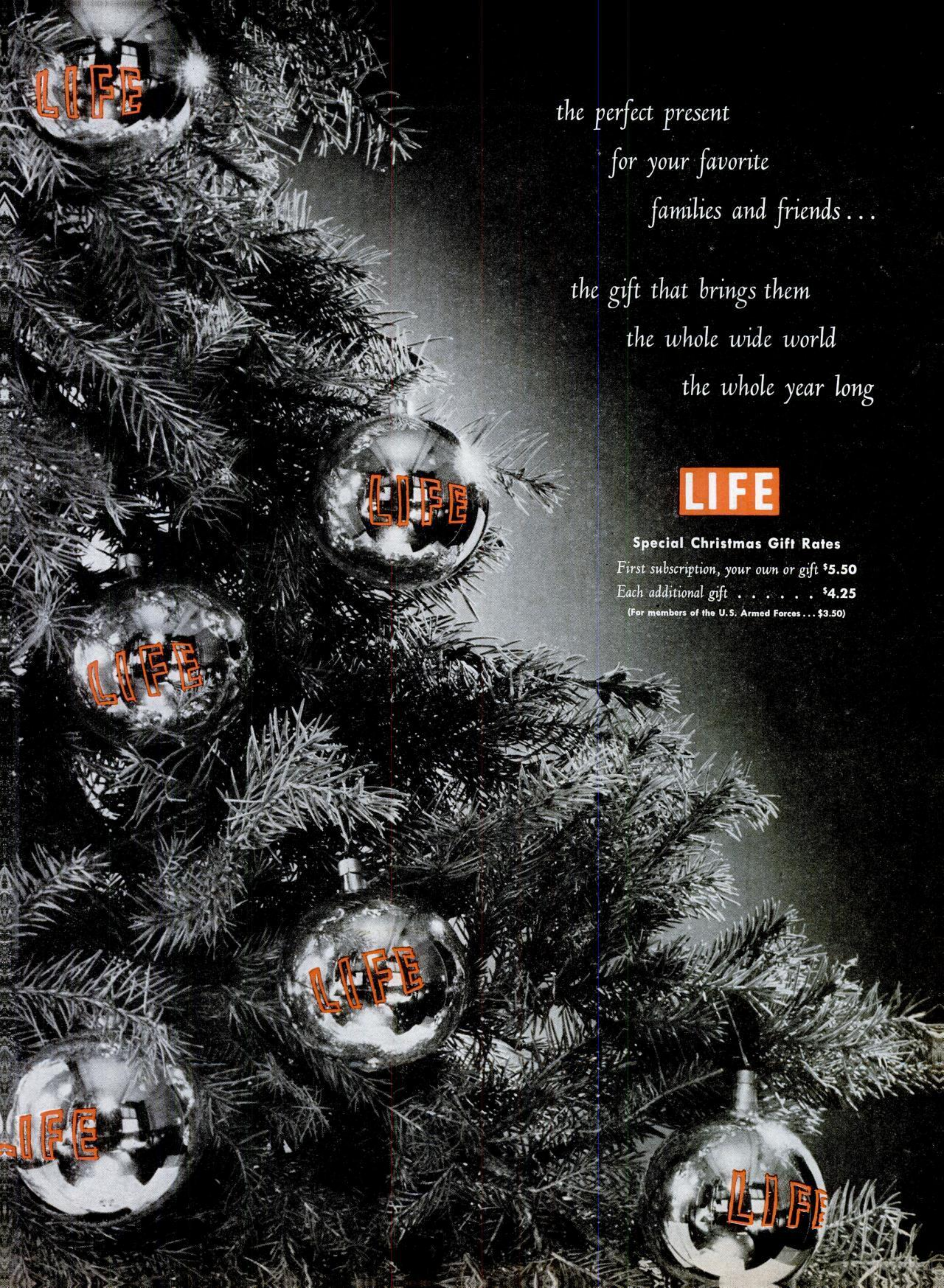
The "feely book" (as *Cottontails* was called) illustrates one of Miss Brown's writing principles: that it is valuable to appeal to all the senses of a very young audience. Five-year old children, she maintains, reach a peak of sensory awareness and she therefore likes the challenge of writing for them. After five, she says, the average child's perception, especially in touch, taste and smell, begins to dull. "Once in a great while," Miss Brown says, "a five-year-old retains his awareness and then he becomes either a painter, a writer or a poet."



Miss Brown also knows from experiment that many children are more appreciative of art than their sense-blunted parents. Children do not feel obliged to interpret or explain and destroy thereby a painting's emotional content. Once Miss Brown was testing a series of abstract paintings by showing reproductions to a class of 4-year-olds. The teacher, coming in suddenly, gazed in astonishment at a big bold abstraction and said, "My goodness, what's that?" To which one small boy, with characteristic progressive school manners, replied impatiently. "It's a picture, you dope!"

William R. Scott, acting on Miss Brown's inspiration, asked

CONTINUED ON PAGE 64



*the perfect present
for your favorite
families and friends . . .*

*the gift that brings them
the whole wide world
the whole year long*

LIFE

Special Christmas Gift Rates

First subscription, your own or gift **\$5.50**

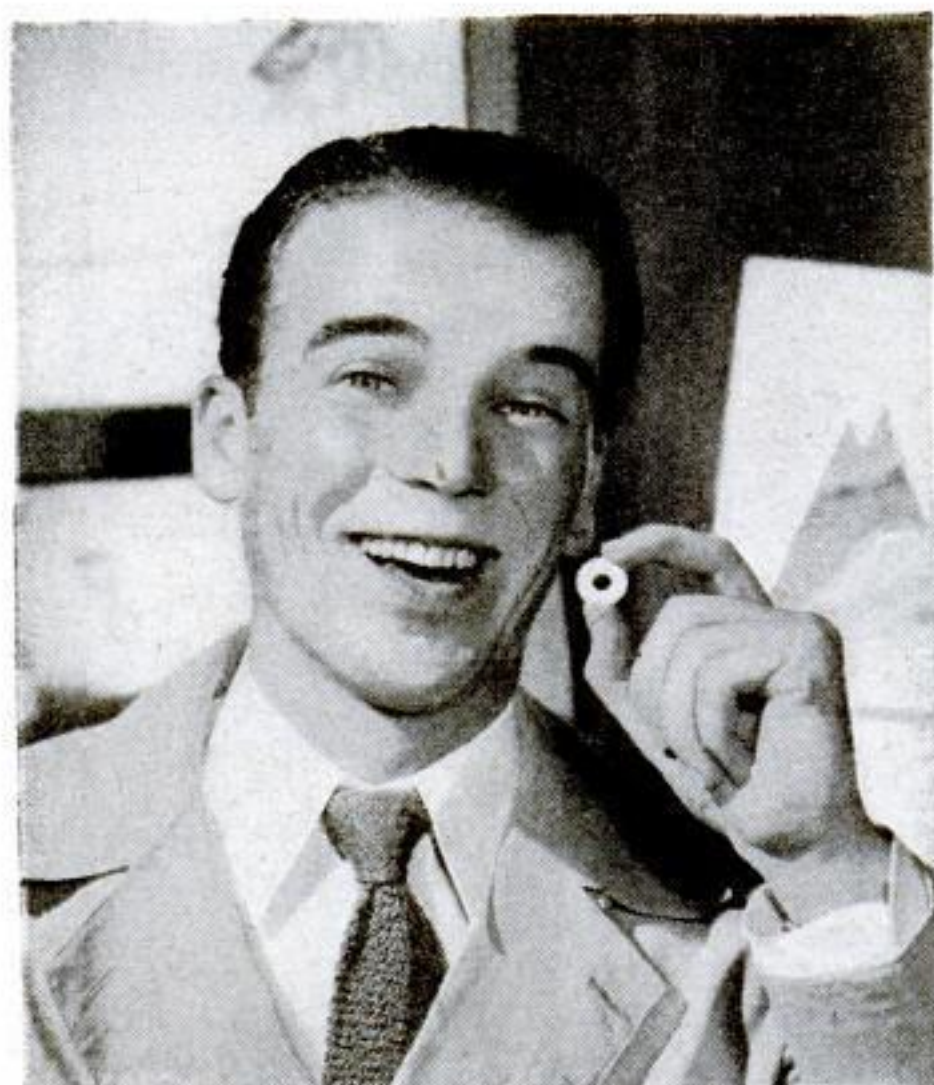
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(For members of the U.S. Armed Forces . . . \$3.50)



If she always draws
back like this

When you wish she'd
draw closer like this



TRY THIS

MORAL: Everybody's breath
offends sometimes. Let Life
Savers sweeten and freshen
your breath—after eating,
drinking, and smoking.



Only 5¢

CHILD'S BEST SELLER CONTINUED

Gertrude Stein for a juvenile manuscript and got, as a result, the charming *The World Is Round* published by Stein command on rose-colored paper with blue ink. The day the manuscript arrived the Scott editors, Miss Brown, Mr. Scott and John McCullough, met at Miss Brown's Greenwich Village apartment to see what Miss Stein had produced. Miss Brown had forgotten to pay her electric bill and just as they were starting to read the lights went out, so she lit candles. As they read on it got late, so Miss Brown suggested that they eat something. The only thing in her kitchen was a giant cake in the shape of a boat which she had ordered for a sailing enthusiast friend.



Miss Brown set the cake down before her friends and they had eaten well into the prow when her brother-in-law, Basil, a sober economics professor at Barnard College, arrived to return a borrowed vacuum cleaner. He opened the door and saw by the flickering light the three figures huddled around the boat. Miss Brown was reading aloud: "Once upon a time the world was round and you could go on it around and around. Everywhere there was somewhere and everywhere there they were men women children dogs cows wild pigs little rabbits cats lizards and animals . . ." Basil dropped the vacuum cleaner and bolted out the door.

The first draft of a Brown book is usually written in wild, enthusiastic haste in almost unintelligible soft pencil on whatever scraps of paper are available; the backs of grocery bills, shopping lists, old envelopes. "I finish the rough draft in 20 minutes," Miss Brown says, "and then I spend two years polishing." She is currently polishing 23 books more or less simultaneously.

"A picture book," Miss Brown says, "must be dramatic, and much of the drama is in turning over the pages." One dramatic device, recurrent in the collected Brown works, is contrast. The biggest noise on the street, the fire engine, is immediately followed by the sound, if any, of the sun shining. The foghorn is followed by the flutter of little birds' wings, the whistle of the ocean liner by a sailboat sailing by. Miss Brown also thinks a book should include at least a couple of words too big and cumbersome for her youthful listeners, a theory which drives many child psychologists, teachers and librarians, professionally committed to safe and sane age-level word lists, into shocked outrage. Miss Brown loves to tuck in words like "sanctimonious" and "ruminating," phrases like "by the incredible velvet that grows on your nose, you are a rascalion cat." "I once read a book in French to the Threes," says Miss Brown with a note of triumph in her voice. "They couldn't understand a word. They loved every syllable."



PUBLISHER: WILLIAM R. SCOTT, INC.



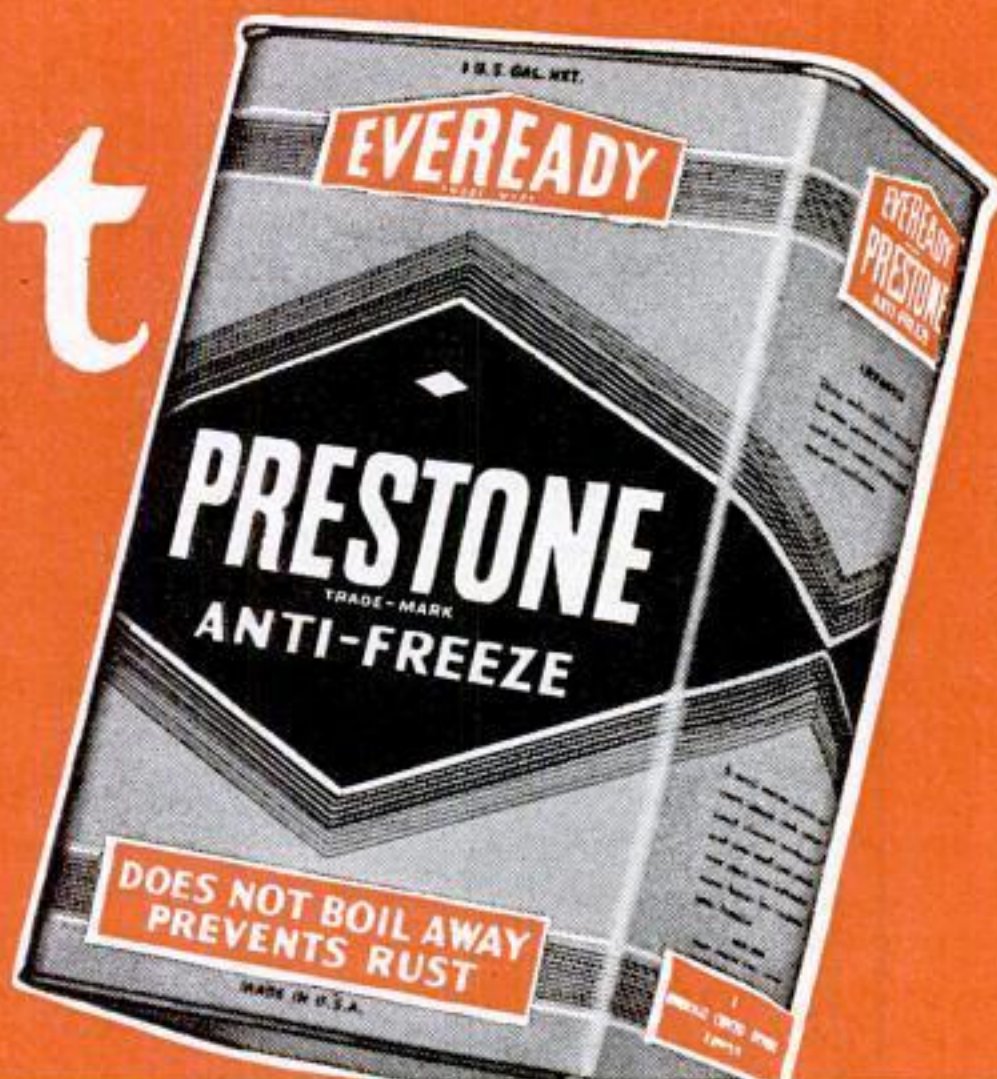
The success of a picture book depends heavily on its design and illustration. Often text is entirely subordinated to pictures. Part of Miss Brown's job is working with her illustrators, making sure that their work matches her idea and mood. An outsider, eavesdropping on such a conference, might hear something like this: "I like the rabbit, he has real sleepyness," "Yes, but I'm worried about the yarn; it loses personality and softness." "The chicken is fine. So many chickens have no feathers. But I'm afraid you've got buttons for daisies." "Let's drop a verse because that will give you a chance to move out into the color double-spread; we want plenty of air for the horses."

This kind of doubletalk is essential, probably, to Miss Brown's work. Perhaps her hobby of painting in oils, which she pursues with enthusiasm and incompetence, helps her understand the artist's problems. But she can be tough in demanding that the illustrations live up to her preconceptions and thinks relatively little of insisting that an entire set be redone.

In recognition, possibly, of the fact that her standards are high, Miss Brown voluntarily splits her royalties with the illustrator, a larger share of the kitty than most artists expect or writers will grant. Her only financial records are laboriously awkward penciled notes in the end pages of her desk-size check books. She draws

CONTINUED ON PAGE 66

A in saves 9 Put in your now!



Winter's here! Your dealer may still have the anti-freeze that protects your engine all winter long!

YOU DON'T worry about trouble—a block-cracking, radiator-splitting freeze-up, for example—when your car's filled with "Prestone" anti-freeze. There's no guessing—no fear that it may have boiled off; you're *safe*, and you *know* it! One shot of "Prestone" anti-freeze lasts all winter, because it doesn't boil away or foam off. And it prevents rust and corrosion too.

In 1946, there has been more "Prestone" anti-

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freeze available to motorists than at any time since 1941—but there isn't *quite* enough today for everyone who needs it. Your dealer may still be able to supply you. Protect that car *today*—for safety's sake.

NATIONAL CARBON COMPANY, INC.

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Unit of Union Carbide and Carbon Corporation



If your dealer can't supply you with "Prestone" anti-freeze, here's why:

SAME PRODUCT
\$2.65
PER GALLON
SAME PRICE

1 "Prestone" anti-freeze, like most other products, depends on the utilization of raw materials and equipment drawn from many fields. Recent industrial dislocations have affected our ability to acquire and construct the new facilities necessary to meet all needs. This plant-expansion program, not authorized during the war, has of course been planned for years. It is well advanced, but the real benefit will not be felt in 1946.



2 "Prestone" anti-freeze must be produced and packaged many months in advance of cold weather. Last spring and summer the world-wide food shortage diverted packaging materials to the need of starving millions. So your dealer may be selling "Prestone" anti-freeze from 5-gallon cans in addition to the familiar 1-gallon cans. This shortage of packaging materials also adversely affected our ability to meet 1946 requirements.



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Gifted givin'
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WINTHROP
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NEW LEISURE SHOE
FOR MEN



\$8⁵⁰

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WINTHROP SHOES
Always First with All That's New

No matter how he "takes his ease"... vertically alert or horizontally inert, doin' or dreamin', indoors or out... he'll welcome the style and comfort, the easy "understanding" that In-'n-Outers give him.

Also regular dress styles for men and boys

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CHILD'S BEST SELLER CONTINUED

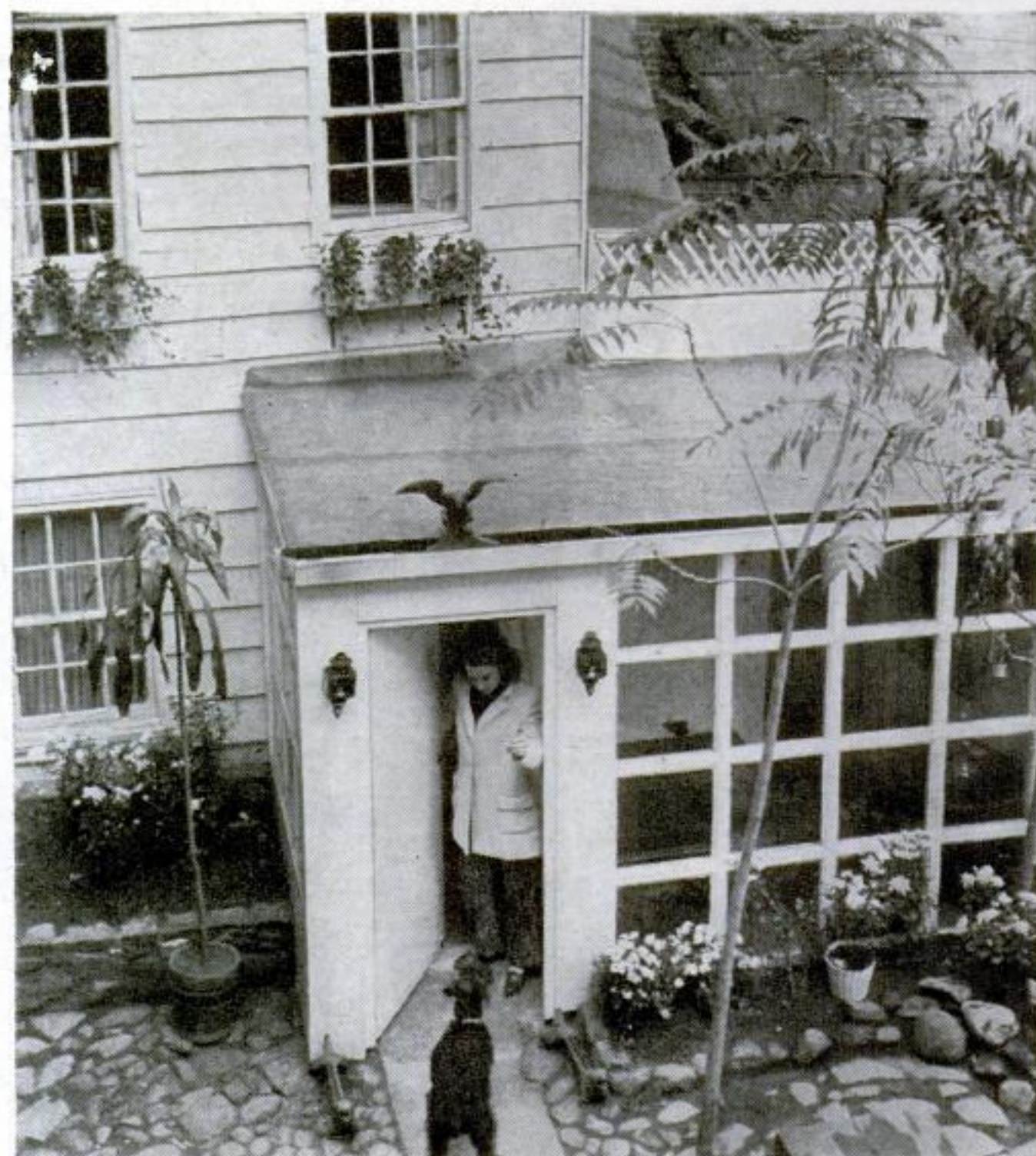
royalties on nearly 50 books, but has no idea when the checks are due and is surprised, whenever one arrives, as if somebody had given her an unexpected present. Her income, which currently is about \$10,000 a year, would be considerably larger if it were not for a series of spectacularly bad bargains she has made, selling her rights for token amounts or giving them away for nothing. She sold *Baby Animals* outright for \$150 because at the time she needed \$150 to buy a gray wolfskin jacket.

Except for clothes, champagne and flowers, Miss Brown hasn't much interest in spending money. She lives alone in a miniature 18th Century wooden farmhouse, Cobble Court, hidden away behind the houses in the East 70s in New York City and, in the summer, in a ghostly, isolated old house at Wharf's Quarry, Vinal Haven, Maine, which, because it is the only one of a few granite cutters' houses left standing, she calls The Only House.

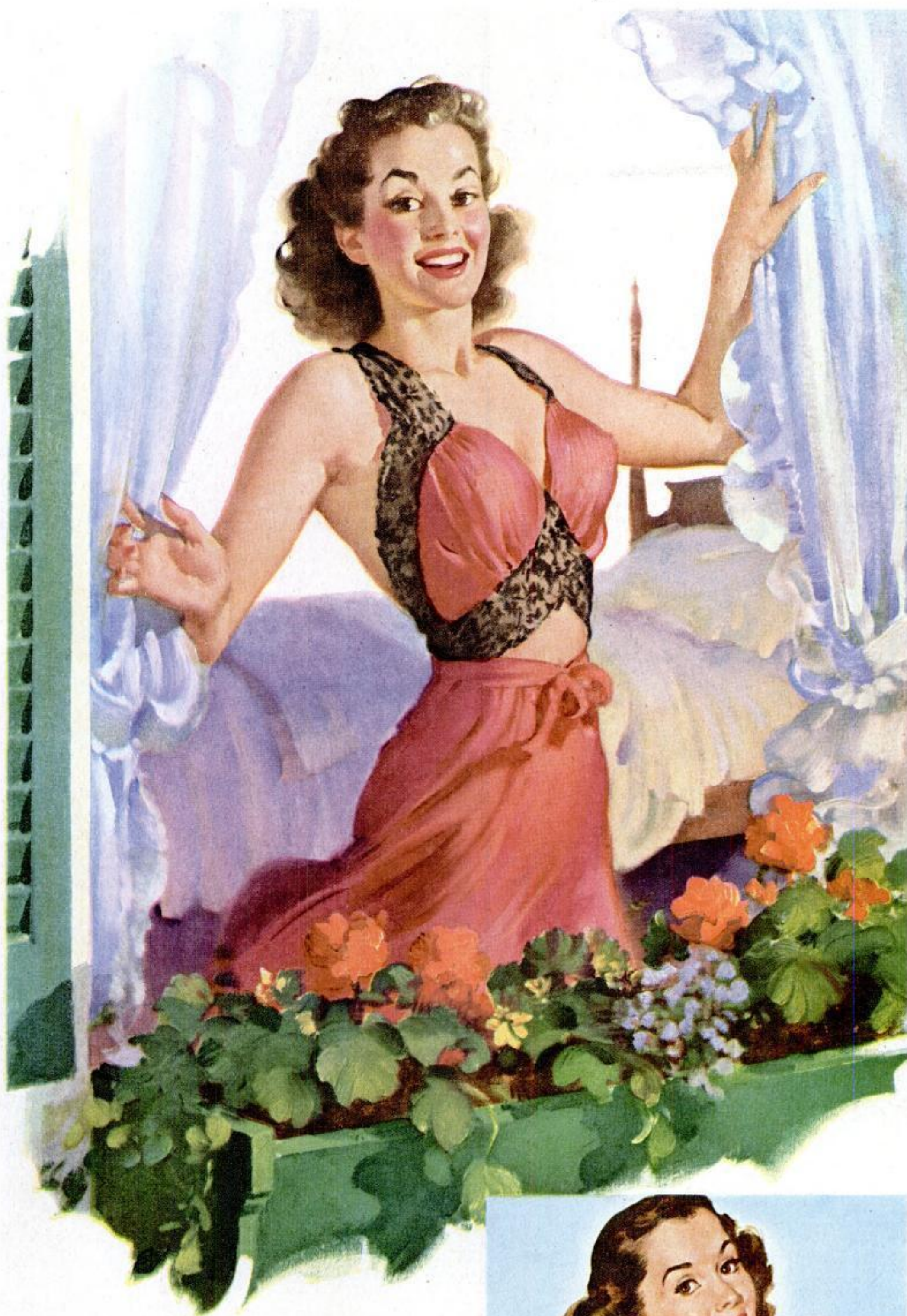
It is hard to decide which place is more unlikely. No one would expect to find Cobble Court in the midst of Manhattan's bustle and brownstone. On the other hand it takes a flexible imagination to conceive of anybody voluntarily living in The Only House from May to October, considering that it might fall down any moment, that it has no bathroom, electricity, gas, heat, telephone or road and can only be approached by small boat or airplane. Cobble Court has a living room furnished in fur and a polished brick floor. But The Only House can match that with a second-story door which, from the inside, opens without warning onto a sheer drop of 20 feet into the sea.

Miss Brown also likes to grow trees indoors. For a while she had a green bay tree in her Greenwich Village apartment which she decorated like a Christmas tree with white gardenias or fruits in season, fooling many an arboreal ignoramus into thinking it, successively, a cherry tree, an orange tree, a pear tree, etc. Her favorite outdoor sport is beagling, an esoteric form of hunting. It consists of running cross-country in pursuit of a pack of beagles who, in turn, are supposed to be hot on the trail of Oklahoma jack rabbits especially imported for the chase. A beagler's object is to run fast enough to be in at the kill when the hounds finally catch up with their prey and, assuming that the pack has not torn the rabbit to bits before anyone can interfere, a successful beagler is rewarded by getting a rabbit's foot suitable for mounting. Miss Brown has several such gruesome trophies as evidence of her stamina and fleet-footedness.

Whenever anybody points out that beagling is an odd hobby for a girl who lives by writing books about the hopes and aspirations of small furry creatures, Miss Brown is likely to counter with: "Well, I don't especially like children, either. At least not as a group. I won't let anybody get away with anything just because he is little."



COBBLE COURT, a bucolic oasis in the midst of Manhattan's skyscrapers, is Miss Brown's New York home. Fur rugs and couch add a distinctive note.



PROMOTES SLEEP — WITHOUT DRUGS!

Taken warm at bedtime, Ovaltine induces sleep in safe, natural ways. Has power to relieve "nervous tension"—also to prevent certain digestive unrest which frequently disturbs sleep. Supplies food elements needed for sound sleep.

TO REBUILD VITALITY DURING SLEEP!

While you sleep, Ovaltine provides basic food elements to rebuild body, nerve and muscle cells. It is specially processed for easy digestion even during sleep.



GREET THE SUN WITH A **Smile!**

*Try this tonight for
Morning Freshness!*

How long since you bounced out of bed and smiled back at the sun—fresh, radiant, glad to be alive? If it's been some time, why don't you try this—to wake up really bright-eyed and brisk? Just drink a cup of warm Ovaltine at bedtime each night. Reason is, Ovaltine at bedtime promotes sound sleep entirely without drugs. And while you sleep—Ovaltine supplies foods to rebuild vitality—restore vigor and freshness. Besides, it furnishes extra amounts of vitamins and minerals most of us should have—in a more modern, more natural way to take them. All in all, it's a 3-way aid to sparkling morning freshness that thousands rely on—so why not try Ovaltine, starting tonight?

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BARBS AND BILL KNOW

Hope Chest Dreams Come True

BARBARA HALE
and
BILL WILLIAMS
co-starring in RKO's
"A Likely Story"



No. 2133. Combines Walnut Stump, matched Zebra wood. Has Lane's patented Automatic Tray.



No. 2137. This popular Colonial design chest is of Antique Maple. Beautifully finished. Equipped with Lane's patented Automatic Tray.



No. 2134. Elegantly simple Colonial design in Mahogany. Hand-rubbed satin finish. Equipped with Lane's patented Automatic Tray.



No. 2135. Modern Waterfall design in matched Prima Vera. Hand-rubbed, polished finish. Equipped with Lane's patented Automatic Tray.

No. 2120 (at right)... piece matched American with side panels of maple of cross-grained Zebra front base rail of maple Lane patented Automatic Tray.

\$49.95



*A million maidens yearn
for this Romantic
Love Gift!*

LANE

DREAMS COME TRUE WITH THIS

Christmas Love Gift

Give her a LANE and it's love for keeps!

This wonderful dream-come-true Christmas, sweet-hearts everywhere are pledging their love with a Lane. And no wonder! What other gift so eloquently says: "You're the one girl in my heart"? What gift could mean so much to the girl whose every thought is of you?

This Christmas, give her the Lane Cedar Hope Chest she longs for—beginning of your happiness together through all the Christmases to come!

Remember, a Lane is the ideal gift for sister, daughter or mother, too. Lane Chests are available

in the styles shown and in many other beautiful styles and woods, at a wide range of prices.

The Only Tested AROMA-TIGHT Chest in the World

Lane is a lifetime sanctuary for precious treasures. It's the only chest that has all these guaranteed Moth Protection features—in addition to other exclusive construction features: 1. Tested aroma-tight protection. 2. Exclusive aroma-tight features. 3. Built of $\frac{3}{4}$ -inch aromatic Red Cedar in accordance with U. S. Government recommendations. 4. Lane-welded veneers will not peel. 5. Chemically treated interiors even aroma flow, prevent stickiness and add life to the chest. 6. Free moth insurance policy written by one of the world's largest insurance companies. The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada: Knechtels, Ltd., Hanover, Ontario.



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Lustrous American Walnut, Red New Guinea and exotic Lane's patented Automatic special lock compartment.

Front center panel is four-piece American Walnut stump flanked by Red New Guinea. Border is a wood. Waterfall top and matched Oriental wood. Has Automatic Tray.

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Cedar Hope Chest



Give her a Hoover and you give her the Best

Isn't this about what a husband really says
at Christmas time when he gives a Hoover
Cleaner to a wife—

"I want you to work less. I want you to have more
leisure. I want to save your strength. I want to
make it easier for you to keep the home we're so
proud of. I want you to have a cleaner to help
you—and I want you to have the cleaner the world
says is the finest. Merry Christmas to you with this
Hoover from me."

This Christmas there is a new model, the
popular-priced Hoover 28. Call your Hoover
dealer now—ask him about getting a new
Hoover Cleaner for your home at Christmas.

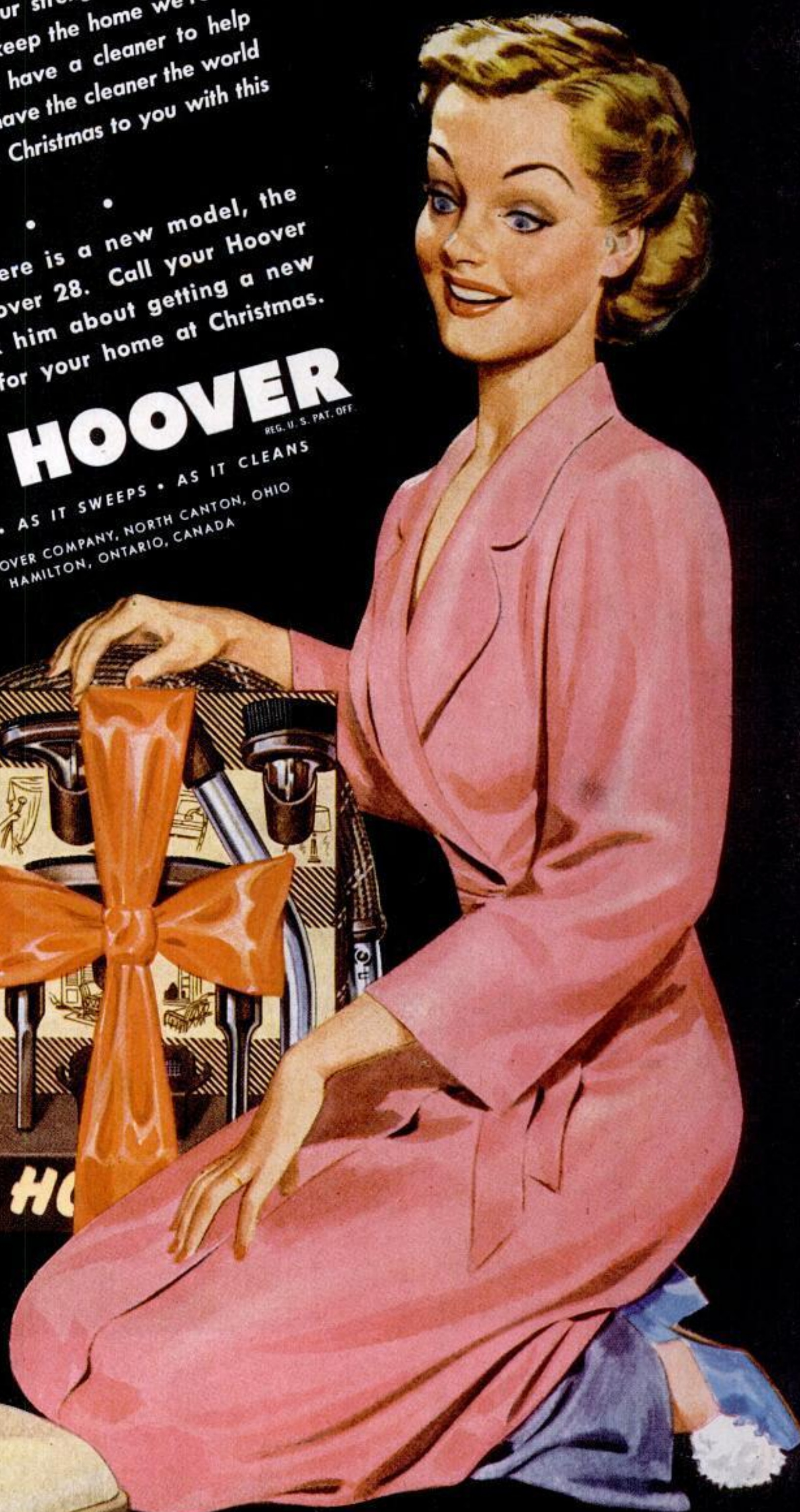
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HAMILTON, ONTARIO, CANADA

THE NEW HOOVER 28
Cleaning tools, with Mothimizer,
in new handy kit.





GUARD TED STRONG (LEFT) GRABS BALL IN ONE TREMENDOUS HAND, EASILY KEEPS IT FROM OPPONENT. HE HAS PLAYED WITH GLOBETROTTERS FOR EIGHT YEARS

TRICK BASKETBALL

Enormous hands and trick plays win for the Harlem Globetrotters

In a Chicago gymnasium last fortnight, the Harlem Globetrotters professional Negro basketball team flexed their long fingers and began their 20th season of expert, razzle-dazzle slapstick basketball. Their season's schedule was a coach's nightmare—160 games in 150 cities all over the U.S. and Canada, in Cuba, the Philippines and Hawaii. But Owner-Coach Abe Saperstein knew it would be a success. He could tell by his players' hands.

The big reason for the Globetrotters' success—2,730 victories in 2,952 games—is their enormous hands which grab a basketball as easily as an average hand can hold an egg. Able to hold tight to the ball while making fancy feints, the players dazzle opponents with slapstick tricks. Sometimes they fake a football line-up, pass the ball through their legs. Sometimes they play the game backwards, tossing the ball over their heads (see p. 74).

THE ULTIMATE IN FINE GIFTS . . .



LESTER *Betsy Ross Spinet*

Make this a never to be forgotten Christmas with a Lester Betsy Ross Spinet . . . a worthy and most satisfying gift. A Betsy Ross Spinet will brighten your home with its beauty . . . bring you and your children endless pleasure and comfort . . . fill your leisure time with the joy and relaxation of music.

The Lester Betsy Ross Spinet is attractively styled with matchless grace and charm . . . compactly designed to fit all rooms, large or small. It possesses rich, glorious tone . . . its touch is light and soft . . . its responsive action is quick and easy.

Made only by the Lester Piano Manufacturing Company, makers of the famous Lester Grand Pianos each Betsy Ross Spinet is guaranteed for ten years.

ONE

*name
quality
price*

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Foreign Sales Office:

H. A. ASTLETT & CO.—27 William St., New York 5, N. Y.

MAIL THIS COUPON FOR ILLUSTRATED BOOKLET R

LESTER PIANO MANUFACTURING CO., LESTER 13, PENNSYLVANIA

Send me your 24-page illustrated book showing piano arrangement in the home.

(Enclose 10c for postage)

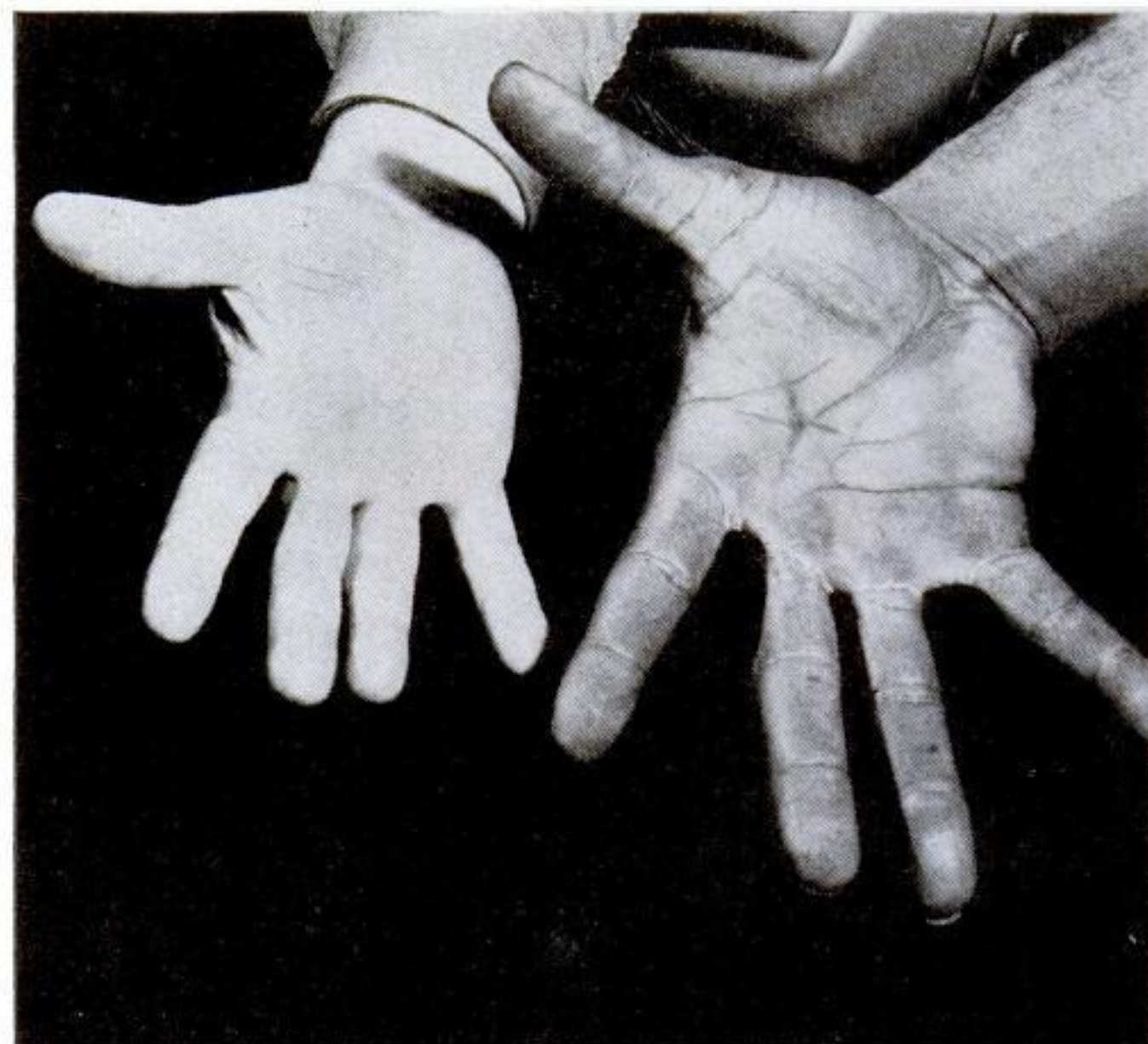
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A BEAUTIFUL PIANO WITH A MAGNIFICENT TONE

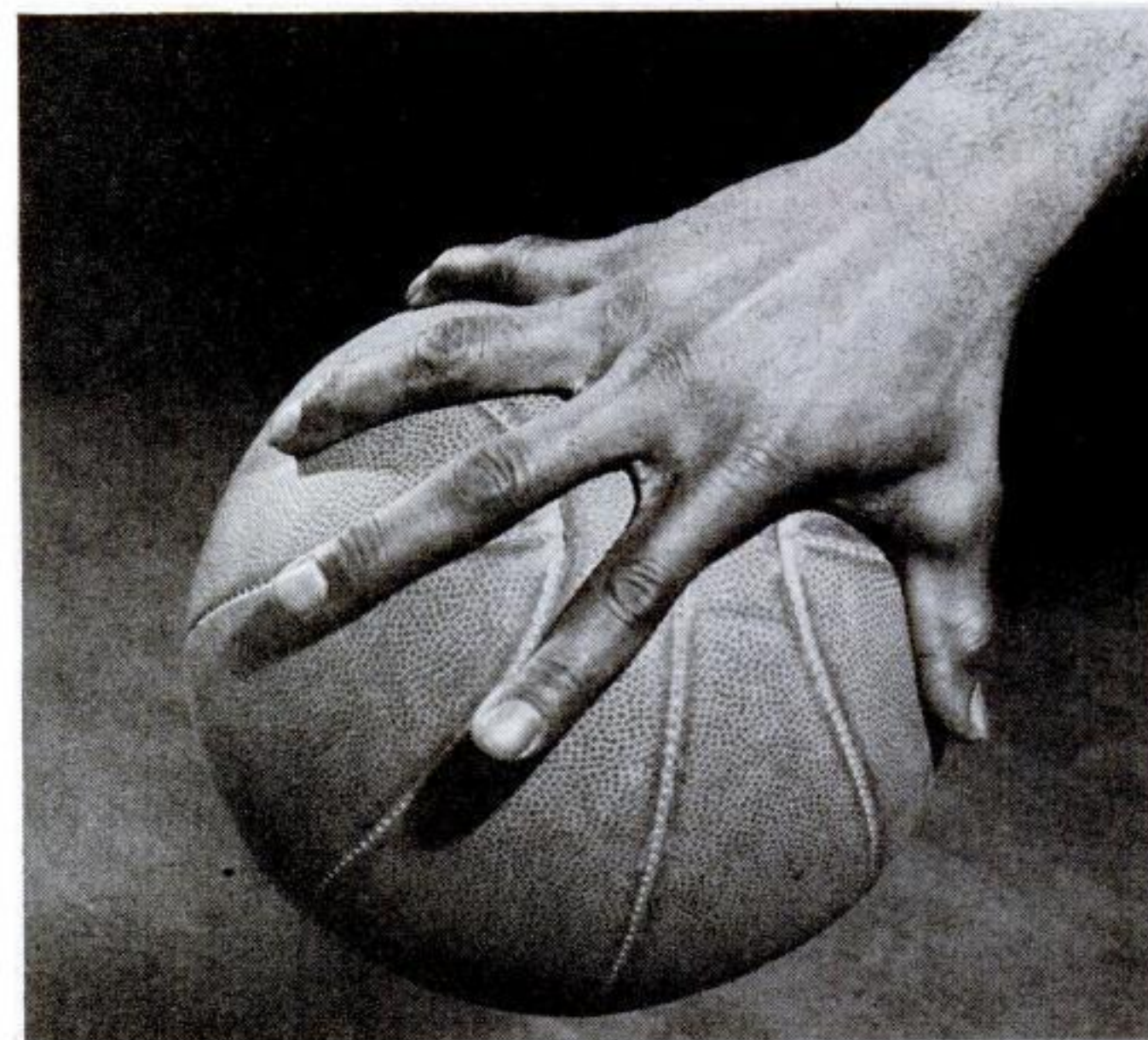
Trick Basketball CONTINUED



BIGGEST HAND on team is Ted Strong's (right). From little finger to end of thumb, it stretches 13 inches. Coach Saperstein's hand (left) measures 8 inches.

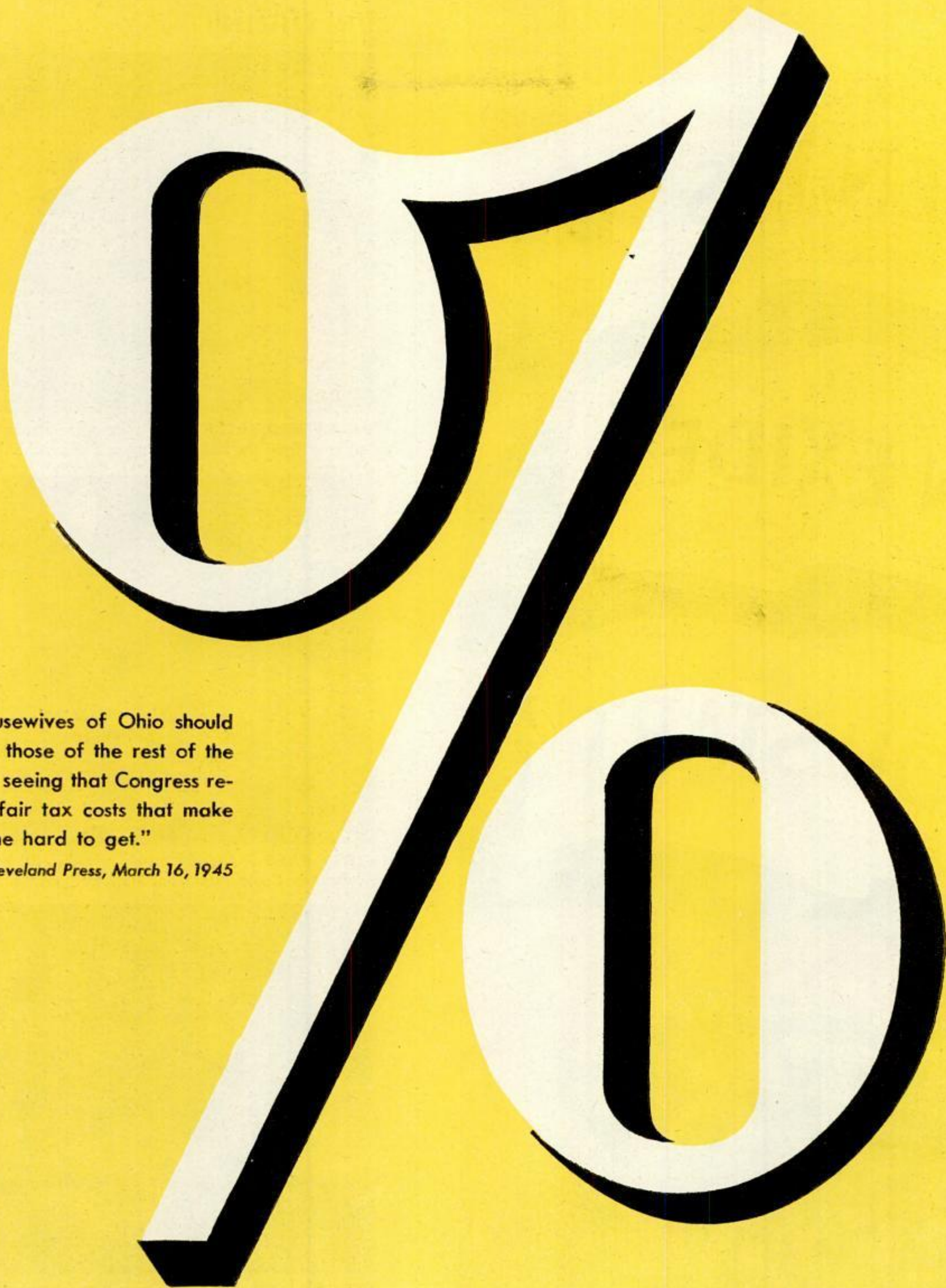


BIGGEST REACH is demonstrated by Goose Tatum (rear), as Saperstein stands in front. Tatum can reach 84 inches, wears a sleeve 38½ inches long.



HOLDING BALL in one hand, Strong's grip is so secure that he can fake passes without letting go. This gives him a great advantage during trick plays.

CONTINUED ON PAGE 74



"The housewives of Ohio should join with those of the rest of the nation in seeing that Congress repeals unfair tax costs that make margarine hard to get."

— *Cleveland Press*, March 16, 1945

MODERN MARGARINE — more than 85%* of all Americans know its clean, fresh flavor. Know, too, that Modern Margarine is a high grade energy food and a liberal supplier of Vitamin A. Its fine flavor says, "Spread it gladly," and its low cost says, "Spread it freely."

Modern U. S. pronunciation — Mar'jar-in

*Figure from survey of representative consumers.

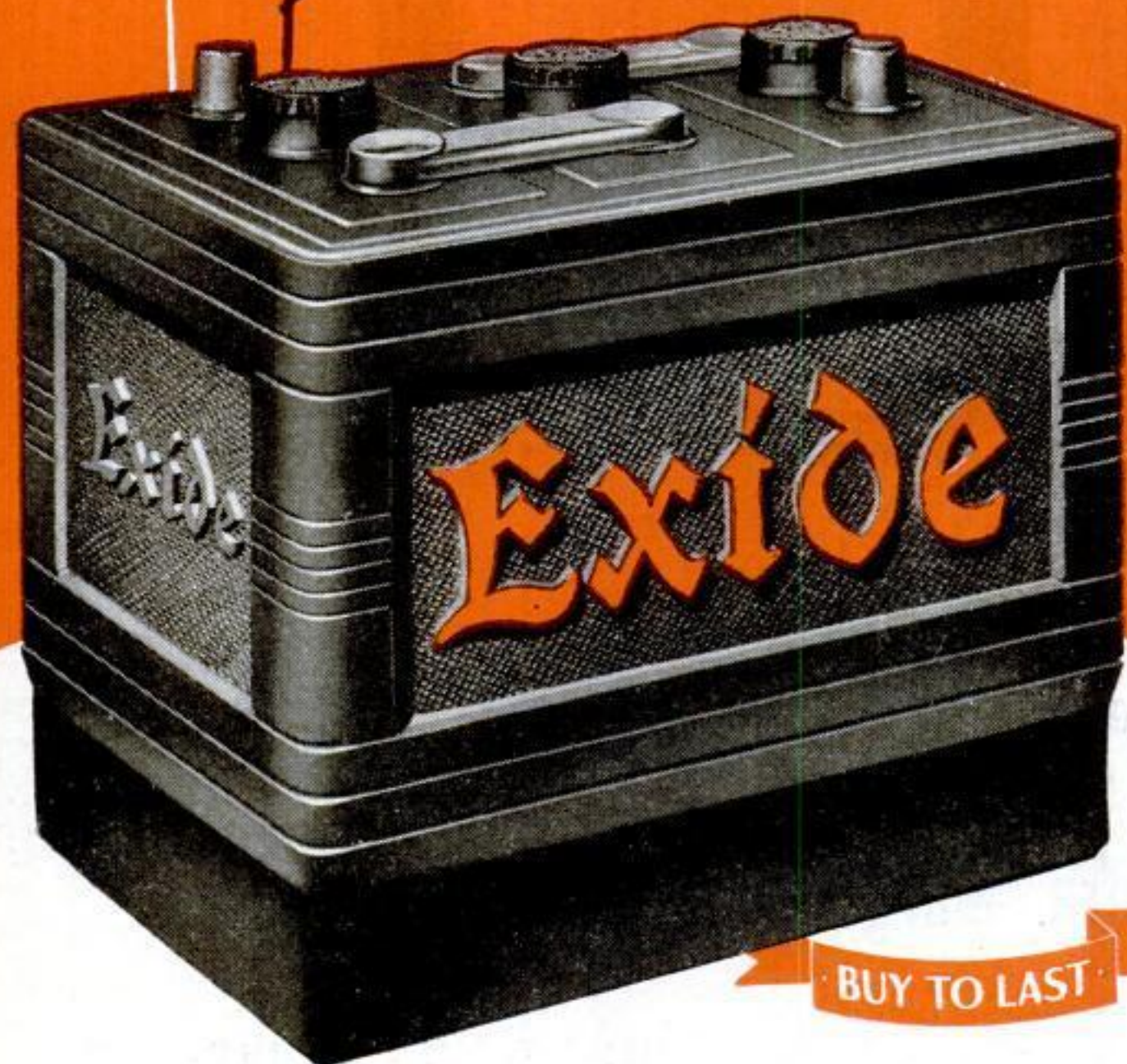
NATIONAL ASSOCIATION OF MARGARINE MANUFACTURERS

Munsey Building, Washington 4, D. C.

WHEN IT'S

AN EXIDE..

YOU START



Depend on the Exide dealer for
good products, good service.

THE ELECTRIC STORAGE BATTERY COMPANY
Philadelphia 32
Exide Batteries of Canada, Limited, Toronto

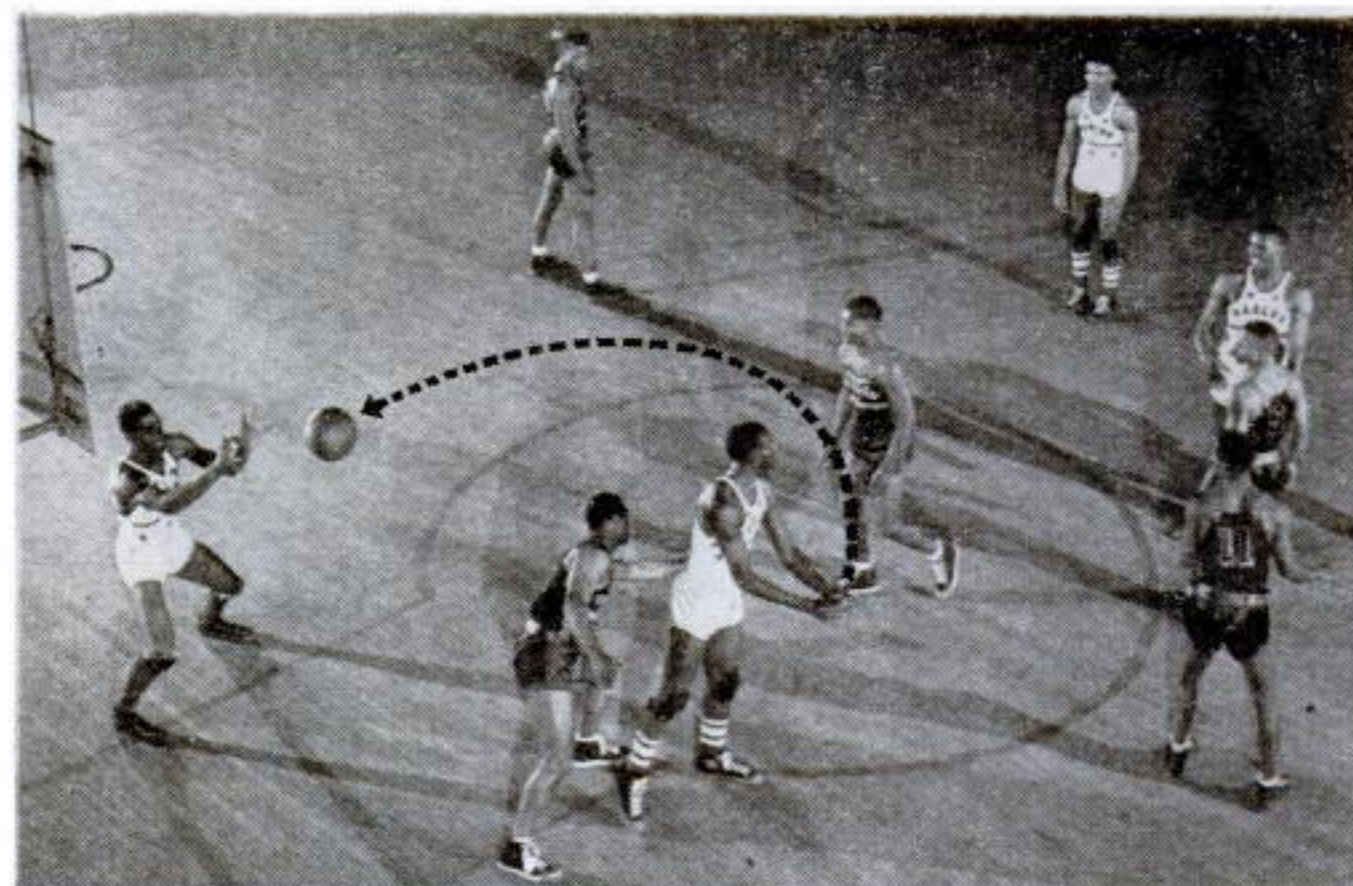
Trick Basketball CONTINUED



BACKWARD TRICK PLAY starts when Strong (right foreground) dribbles ball away from the basket. Tatum rushes in behind him with upraised hands.



FIRST PASS is made by Strong, who flips the ball backward over his head to teammate Goose Tatum, but keeps right on running in the same direction.



SECOND PASS is flipped backward by Tatum to Ermer Robinson, who is in the clear under the basket. Robinson got in position from a fast screen play.



ROBINSON SHOOTs to score a basket. This play confuses opponents because action of players moves in one direction, the ball moves in another.

Presenting... **THE NEW** *Sunbeam* **SHAVEMASTER**

BIGGER SINGLE HEAD
with **CONTINUOUS-SHAVING-SURFACE**

Six times greater cutter-speed,
PLUS a greater number of shaving
edges than multiple-head shavers

Over 30% Faster
... Smoother

Over a million men who own the famous Sunbeam Shavemaster know it as the finest, fastest and smoothest of all electric shavers. They have found that its *single* shaving head does a better job than any combination of small clipper-heads.

Now Sunbeam has perfected a new Shavemaster with a larger head that's over 30% Faster and Smoother than ever. It gives you greater speed and close-shaving comfort than other shavers have been able to give by adding 1, 2, 3 or more *extra* clipper-heads.

Only the exclusive patented Sunbeam shaving principle makes possible the larger *single* head with a smooth **CONTINUOUS-SHAVING-SURFACE**. There are no gaps between heads that do no work. Your whiskers can't escape the close network of holes that screen the head. The lightning-fast, double-edge, oscillating cutter within the comb gets the whiskers coming and going.

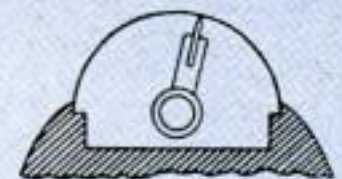
In addition it has the Sunbeam self-starting, brush-type motor with more power than other shavers. This powerful universal motor *plus* the larger, single shaving head is the combination that's **TOPS** for speed and close-shaving comfort. The simple head design avoids the costly mechanical replacements and servicing of multiple-head construction.

Once you have compared the new Sunbeam with all others you, too, will agree that feature by feature, shave by shave, it supersedes the newest-of-the-new for quick, close, comfort-shaves.

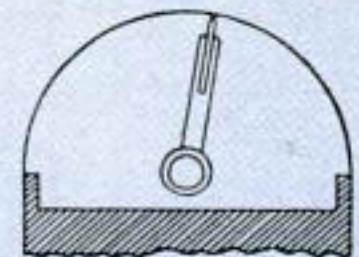
The demand for the new Sunbeam Shavemaster will be greater than our production for some time. Therefore, we suggest that you place an order with your dealer now. Should he have none for immediate delivery, he may already have a sample for you to try and can deliver a Gift Certificate to be redeemed later. Price \$22.50 (AC-DC).

SUNBEAM CORPORATION (formerly Chicago Flexible Shaft Co.)
5600 W. Roosevelt Road, Dept. 53, Chicago 50, Illinois
Canada Factory: 321 Weston Rd., So., Toronto 9
Famous for the Sunbeam Toaster, Mixmaster, Coffeemaster, Ironmaster

ONE SUPER-SINGLE HEAD
is better than a
multiplicity of small heads



Shaving head of 1946 Model R Shavemaster. Contrast this head with the new 1947 Model S shown below.



Here is the larger head of the new 1947 Model S Shavemaster. Greater shaving surface and cutter speed make it over 30% Faster... Smoother.

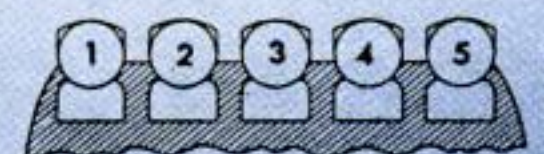
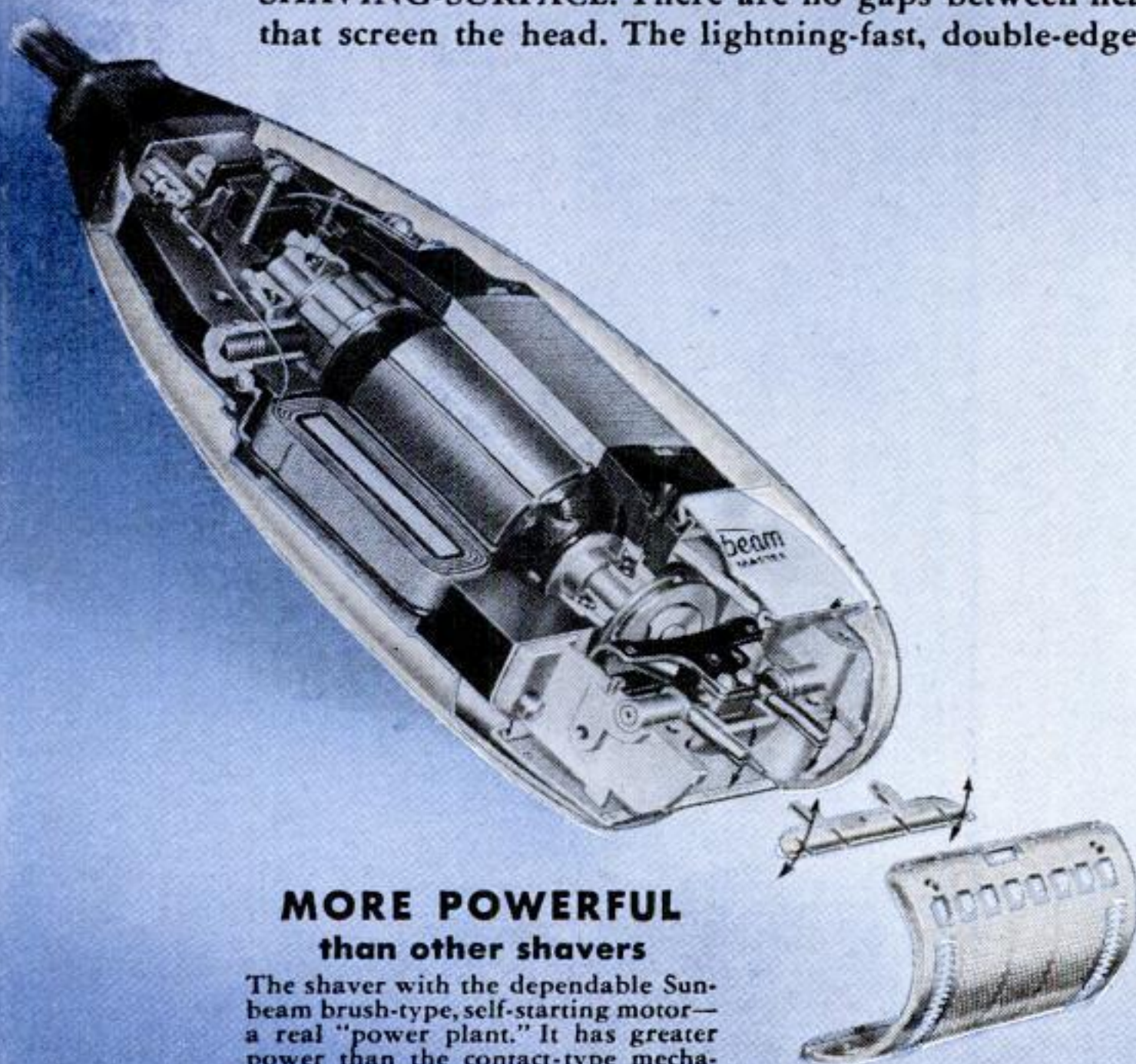


Diagram of a multiple-head shaver. Even with FIVE of these clipper-heads, this type does not equal the number of shaving-actions (per sq. in. of face) or the cutter speed of the new Super-Single head.

MORE POWERFUL
than other shavers

The shaver with the dependable Sunbeam brush-type, self-starting motor—a real "power plant." It has greater power than the contact-type mechanisms of ordinary dry-shavers.





BILLY ROSE'S IDEA OF VENUS, a 7-foot Swedish showgirl named Siri, smiles down at her 5-foot 3-inch boss at Diamond Horseshoe rehearsal. Actually, Siri stands

6 feet 1 inch, adds to her height by wearing platform soles, upswept hair. Her real name is Maude Siri Maria Anna Blomberg. Showgirls call her "smorg" for "smörgåsbord."

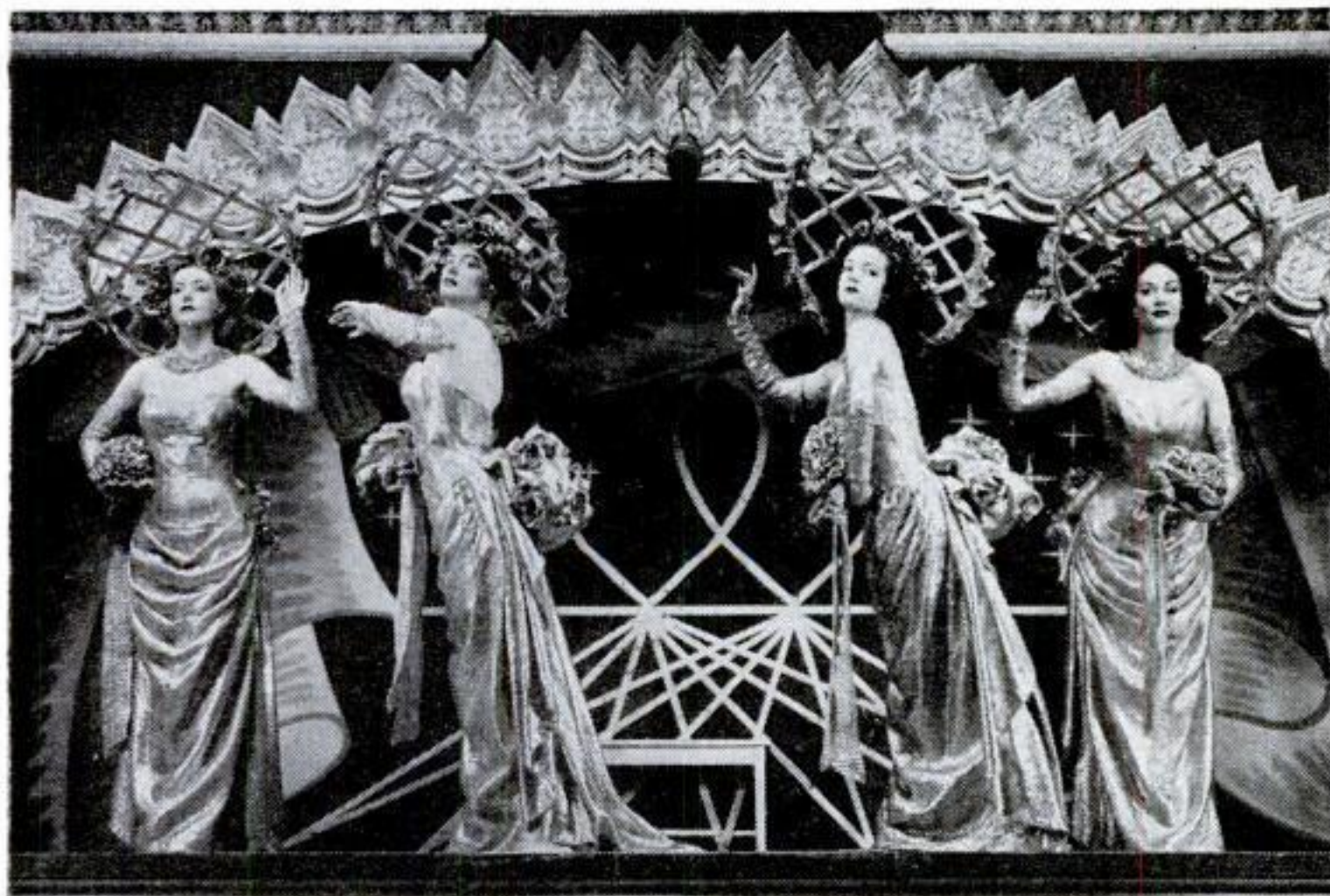


DANCER BEATS TIME FOR HIMSELF WITH DRUMSTICKS AS HE DOES HIGH LEAP

"VENUS ON THE HALF SHELL"

Billy Rose picks big beautiful girls for his new show

Tiny Billy Rose, big-time nightclub operator, is one of America's ranking authorities on the Girl Beautiful. In this self-appointed role he recently chose the statuesque girls on these pages to appear in the new, brassy review, *Venus on the Half Shell*, at his gaudy New York Diamond Horseshoe. A Rose showgirl often lacks delicacy but she generally makes up for this in sheer size. Her average height is around six feet. Even this eminence does not always satisfy the impresario, however, and he has artificially built up the stature of his latest acquisition, Siri (*opposite page*), to 7 feet. If they were to dance together Rose would get a fine view of Siri's ribs. This penchant for big girls, the 5 feet 3-inch Rose says, "started with my being a little fellow." Despite the prevalent nightclub slump on Broadway, the gigantic beauties keep packing the crowds into the Diamond Horseshoe, at a minimum check of \$3.50. Not content with mere nightclub enterprises, Rose also has high-flown literary aspirations and has blossomed out as a columnist in 114 newspapers which run his daily ruminations on subjects ranging from sex and beauty to relations with Russia. For two choice selections in a field where Mr. Rose is highly qualified see page 78.



"VENUS" BRIDESMAIDS perform stately bumps in gold lamé gowns. Show has plot which ends with Venus marrying sailor wearing uniform also made of gold lamé.



"GODDESS OF NIGHT" is the relatively tiny 5-foot 10-inch Laura Gunall, a Roxy Theater showgirl before joining Horseshoe. She helps to put husband through college.

**PARK & TILFORD
RESERVE**

*- the finest-tasting
Whiskey of its
type in America!*

P&T
100 YEARS
OF QUALITY
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FOUNDED
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**PARK & TILFORD
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WHISKEY
A BLEND
Blended and Bottled by
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*"The Blend of Experience"
- backed by
over 100 Years
of knowing how!*

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Rose CONTINUED



PENELOPE WARD, BILLY ROSE SAYS, "HAS 'IT' IN OLD ENGLISH LETTERS"

ROSE PICKS GIRLS IN COLUMN, TOO

In his sparkling new column, "Pitching Horseshoes," Billy Rose recently turned to his old favorite sport of picking winners among the yearly crop of Broadway beauties. It had been a long time, he wrote, since he had felt "That Old Black Magic" which a star like Mary Martin had inspired. But, said Rose, the familiar sensation was back; he had two brand-new discoveries, "One a beauty, one a cutie." Of the cutie, Betty Ann Lynn, a chorus girl in the so-so musical *Park Avenue*, Rose wrote, "She has a lace-curtain Irish face and hair like a strawberry sundae." Of the beauty, Penelope Dudley Ward, English star of *Lady Windermere's Fan*, he said, "I felt my ears twitch . . . I knew I was looking at a beauty in the grand tradition . . . I whispered to her . . . 'Shall I slay a dragon or fetch you a sprig of edelweiss?'"



BETTY ANN LYNN, according to Rose, is freckled, "... but on her it's becoming. Her gee-whiz look reminded me of a little girl watching the circus."

Make it a
"Full Flavor" Christmas
 with **Club**
Aluminum



What—give pots and pans for a lady's Christmas?

Absolutely—when they have an exclusive "jewelry store" look; when they'll put "Full Flavor" in the meals she prepares; when they're the kind just about any woman would give an eyetooth to own.

We mean, of course, that **Club Aluminum Hammercraft Waterless Cookware**. The kind that's made to keep the "Full Flavor" in meats, poultry, vegetables—most any food. The kind that's made to retain the vitamins and minerals in food—they don't run down the drain. The kind that's made to cut

a person's fuel costs up to half.

The beauty of Club Aluminum for Christmas is that: you can start a set for someone; you can add to a set for someone; or you can fill out a set for someone.

You'll be glad to know many of the most popular Club Aluminum utensils are back again in the stores for Christmas Giving, 1946.

FULL FLAVOR—HEATS FROM ALL SIDES

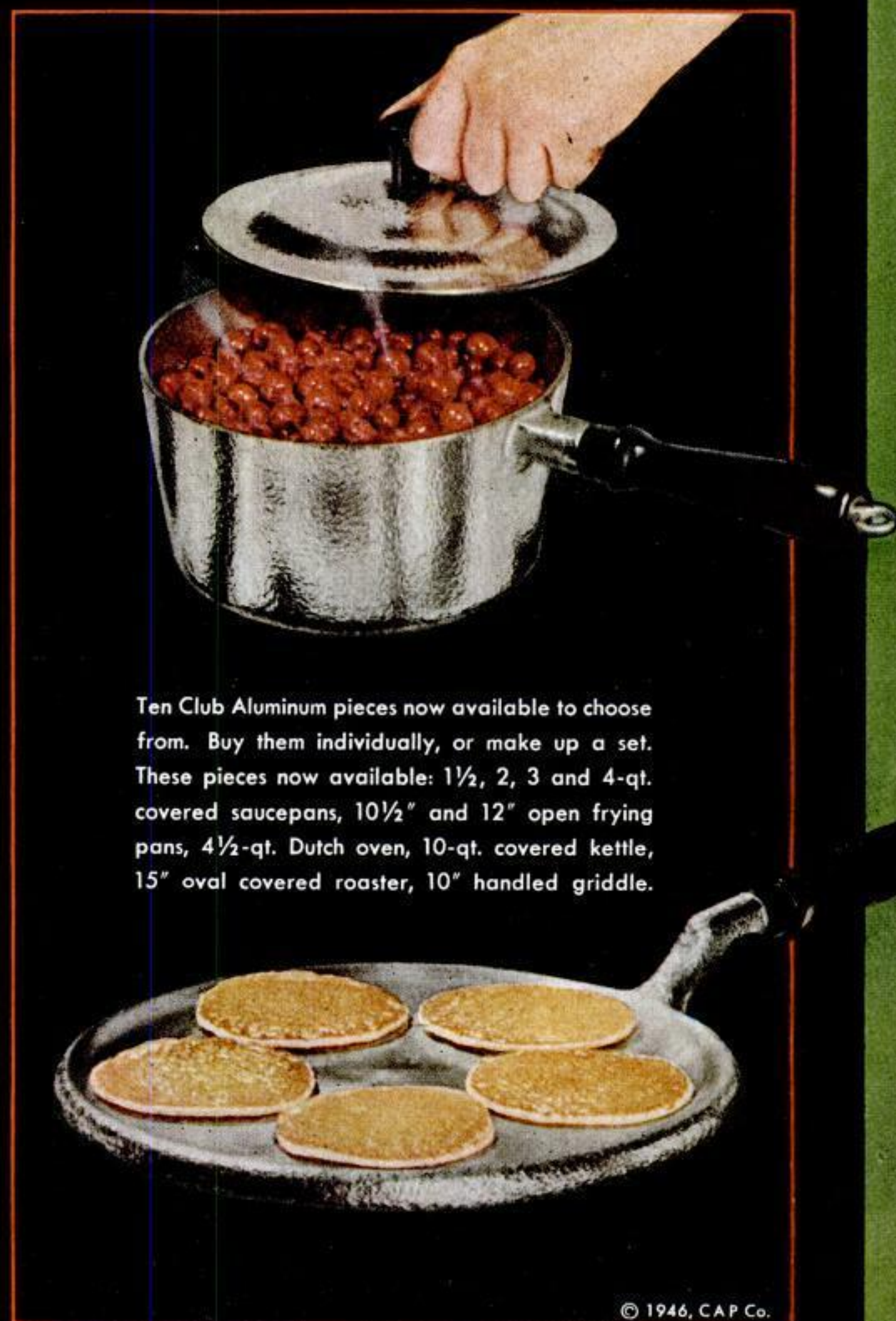


Heats evenly. Flavor-laden steam rises to the moisture-sealed lid, falls back to flavor and re-flavor food. Vitamins and minerals stay in.

CLUB ALUMINUM PRODUCTS CO., CHICAGO 14, ILLINOIS

Other distinctive Club lines:

Club Glass Coffee Makers . . Club Coffee Dispensers . . Club Household Cleaners and Polishes
 Tune in "Club Time," ABC Network, Monday mornings



Ten Club Aluminum pieces now available to choose from. Buy them individually, or make up a set. These pieces now available: 1½, 2, 3 and 4-qt. covered saucepans, 10½" and 12" open frying pans, 4½-qt. Dutch oven, 10-qt. covered kettle, 15" oval covered roaster, 10" handled griddle.

© 1946, CAP Co.

PICTURE YOUR FAMILY IN A TRAIN



CHILDREN'S HOUR—ON WHEELS

ONE DAY soon you'll board a brand-new train with the kids—and every hour of the trip will be "The Children's Hour."

Skilled attendants will entertain your youngsters in a wonder room made especially for children. There'll be building blocks, story books, slippery slides, movies, and games galore to

keep their trip—and yours—from being tiresome.

This is not a blue-sky promise. Children's playrooms are just one of the new features of crack postwar trains which are now going into production. There will also be club cars that convert into theaters or night clubs, telephone service en route, coaches with lounge-car luxuries, and sleep-

ing quarters with the comforts of a good hotel.

These improvements are all part of a modernization program estimated at \$1,600,000,000—the greatest in the history of the American railroads. They're coming—not in the vague future—but as soon as the modern postwar trains make their first runs.

American Locomotive

LIKE THIS!



LOCOMOTIVES AS REVOLUTIONARY AS THE TRAINS THEY PULL

MANY of America's trains will sweep down the tracks behind American Locomotive Diesel-Electrics as advanced as the trains themselves.

The new line of Alco Diesel-Electrics takes advantage of important wartime research. The turbo-supercharged engines, mass-produced on a moving assembly line, pack more power in

less weight than any other railway diesels.

These super locomotives are *years* ahead in speed, power, smoothness and economy of operation. The line includes passenger and freight diesels, road and yard switchers—an Alco diesel for every railroad hauling job.

Builder of more locomotives than any other

company in the world, Alco has introduced many basic improvements in locomotives. Among many "firsts," American Locomotive built the first Diesel-Electric back in 1925.

When you board the new wonder trains powered by American Locomotive, you'll be riding behind the finest locomotives ever built!

Company *Sets the Pace for America's New Trains*



The outlook is quite encouraging, according to Santa Claus.

Under *many* a Christmas tree  this year, resplendent new "Toastmaster"

toasters will out-gleam the twinkling lights.  Wives will be ecstatic

and husbands  proud as Punch. But *you*, sir, had better be up and

doing, to forestall last-minute searching  for the prize you long to

fetch home in triumph  on Christmas Eve. You *may* not be lucky at

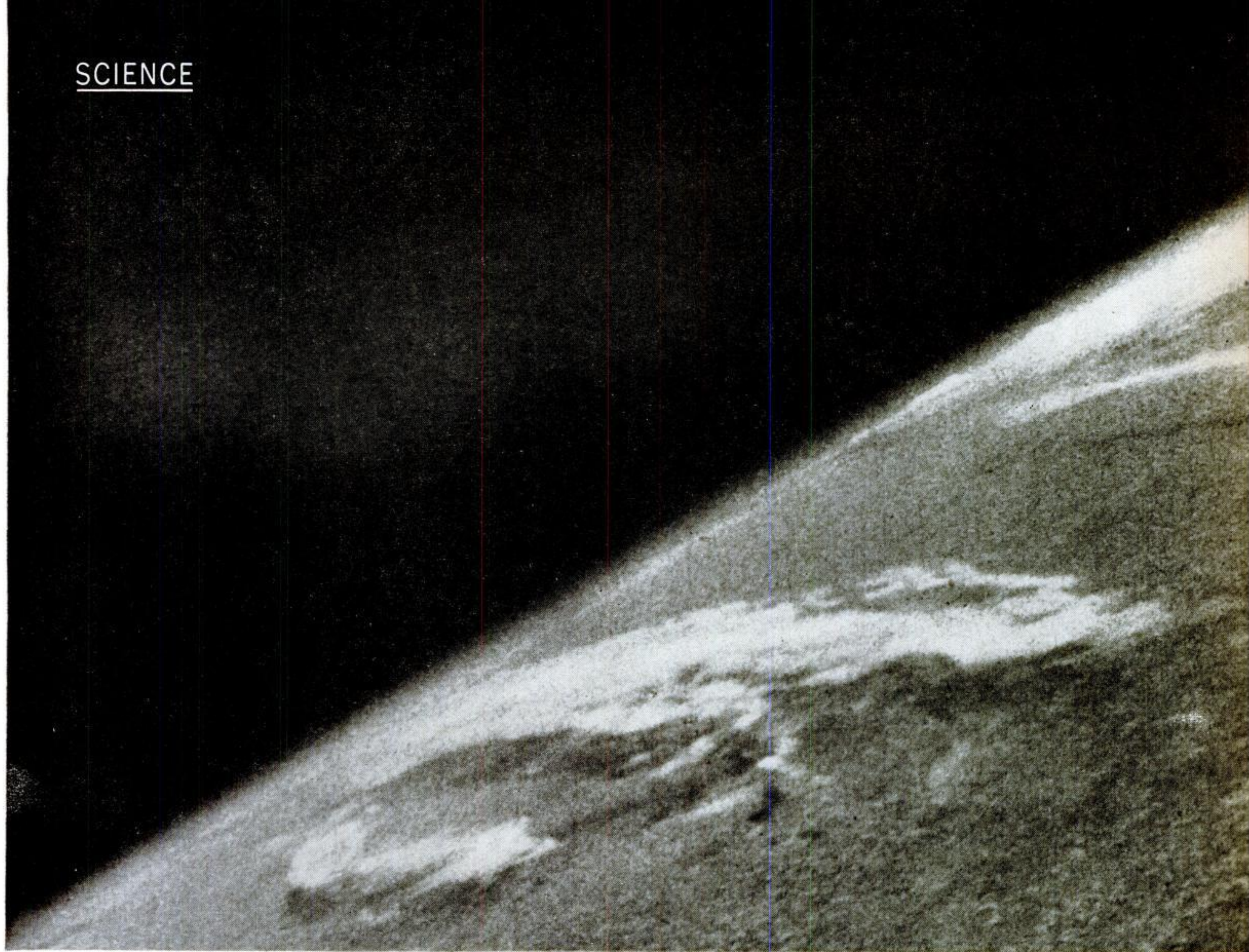
first, but don't give up! *Never* have we made as many  "Toastmaster"*

toasters as we are making now Good hunting—for this gift of gifts!



TOASTMASTER *Automatic
Pop-Up
Toasters*

*"TOASTMASTER" is a registered trademark of McGraw Electric Company, manufacturers of Buss Electric Fuses, Clark Electric Water Heaters, and Toastmaster Products. Copr. 1946, TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Ill.



FROM 65 MILES UP the surface of the earth looks like this. The picture, taken as the rocket leveled off, shows 350 miles of horizon separated from the cold black-

ness of outer space by the thin, pale fringe of the earth's dense lower atmosphere. Far below are enormous cloud masses shadowing thousands of square miles of land.

SIXTY-FIVE MILES UP

Camera rides experimental V-2 rocket to photograph earth's surface from altitude never reached by man

The picture above shows the earth as it has never been seen before—from 65 miles up, the highest any camera has ever gone. It was taken from a German V-2 rocket over White Sands, N. Mex. The automatic camera, carried near the center of the V-2's body, clicked away steadily from the moment of take-off until the film ran out four and a half minutes later. During that time the rocket reached an altitude almost five times higher than man has ever gone, started down again. Its speed was sometimes up to 4,000 feet per second. As the V-2 passed through the peak of its trajectory it leveled off, allowing the backward-pointing camera to photograph the horizon 720 miles away (see above). Theoretically, the range of vision limited by that horizon (see right) is a circular area of more than one and a half million square miles including parts of the Pacific and Gulf Coasts. If the photograph were perfectly clear and not obstructed by haze and clouds, it would be possible to see the earth's curvature along the horizon.

The V-2 from which these pictures were taken is one of 25 rebuilt from captured German parts for experimental use in this country. Its flight gave scientists a chance to learn more about what goes on outside the earth's atmosphere. Space in the warhead, assigned in this case to the Applied Physics Laboratory of Johns Hopkins University, was filled with recording instruments. As the rocket rushed downward, warhead and camera were blown clear by explosions, slowed to 500 feet per second and fell to earth. The camera, battered but still whole, was the first piece of equipment found.



WHAT AN OBSERVER COULD SEE by turning around and looking in all directions from 65 miles up is shown within the circle of this map. The camera, fixed to the rocket and unable to turn, photographed only small sections of the total area.



GINGER ROGERS... starring in the Skirball-Manning Production "MAGNIFICENT DOLL," a Universal release, wears a Tyrolean ski suit, designed for her by Lantz of California, as she pours a cup of brisk-flavored Lipton's...the fresh, spirited tea.

SAYS GINGER ROGERS:

"Its brisk flavor is super on a winter's day!"

"To me there's a certain fresh, high-spirited flavor in a cup of Lipton Tea. So different from ordinary teas. So definitely rich and full-bodied." Right, Ginger! "Brisk" is the tea experts' word for it. And that *brisk* flavor, so distinctively Lipton's, is accomplished by *scientific blending* of as many as 18 different teas... each carefully selected for its own special flavor. No wonder Miss Rogers finds Lipton's *brisk* flavor super. Get a package today at your grocer's. Try it. See for yourself why it's America's most popular tea.

LIPTON TEA

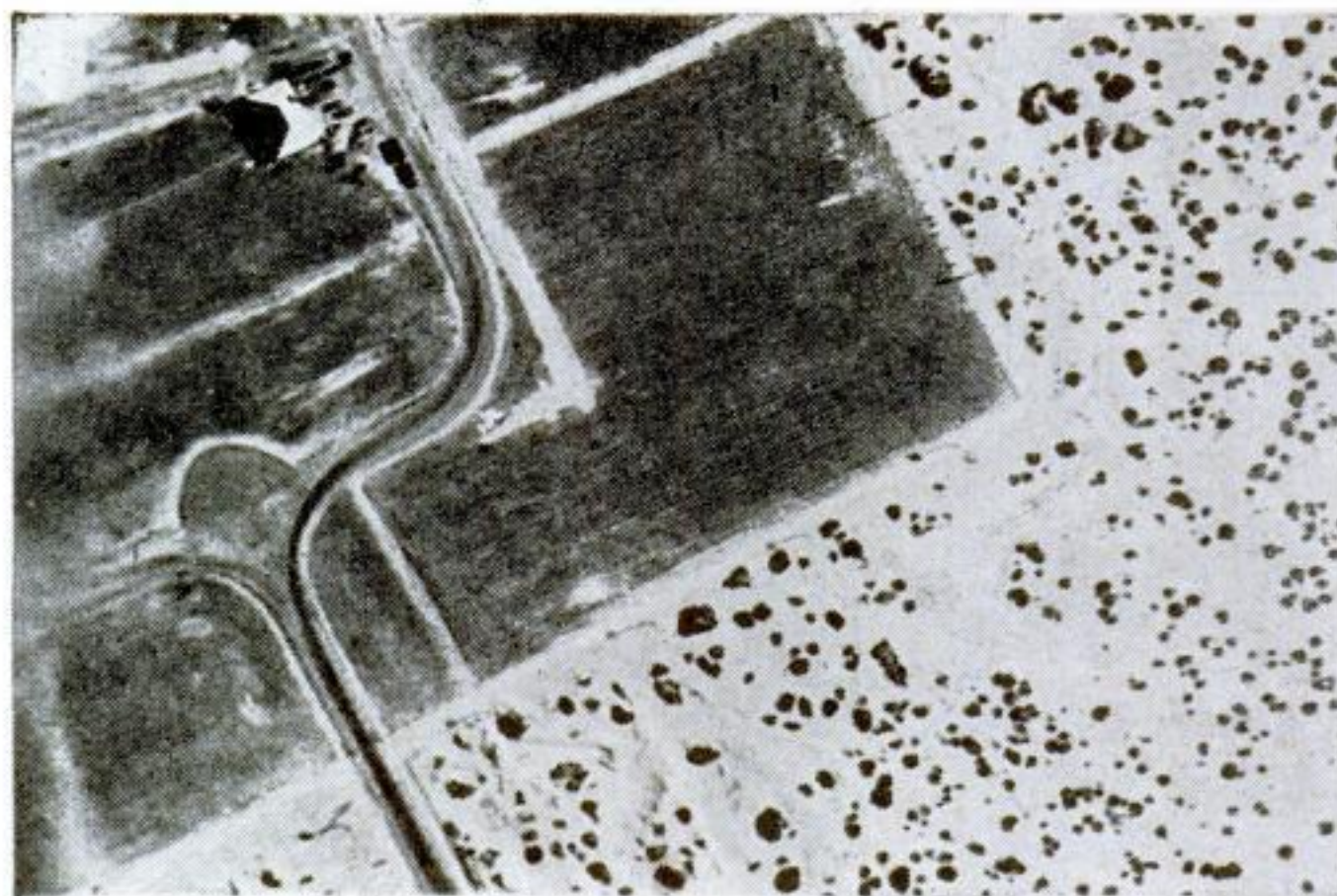
Brisk flavor
— never flat



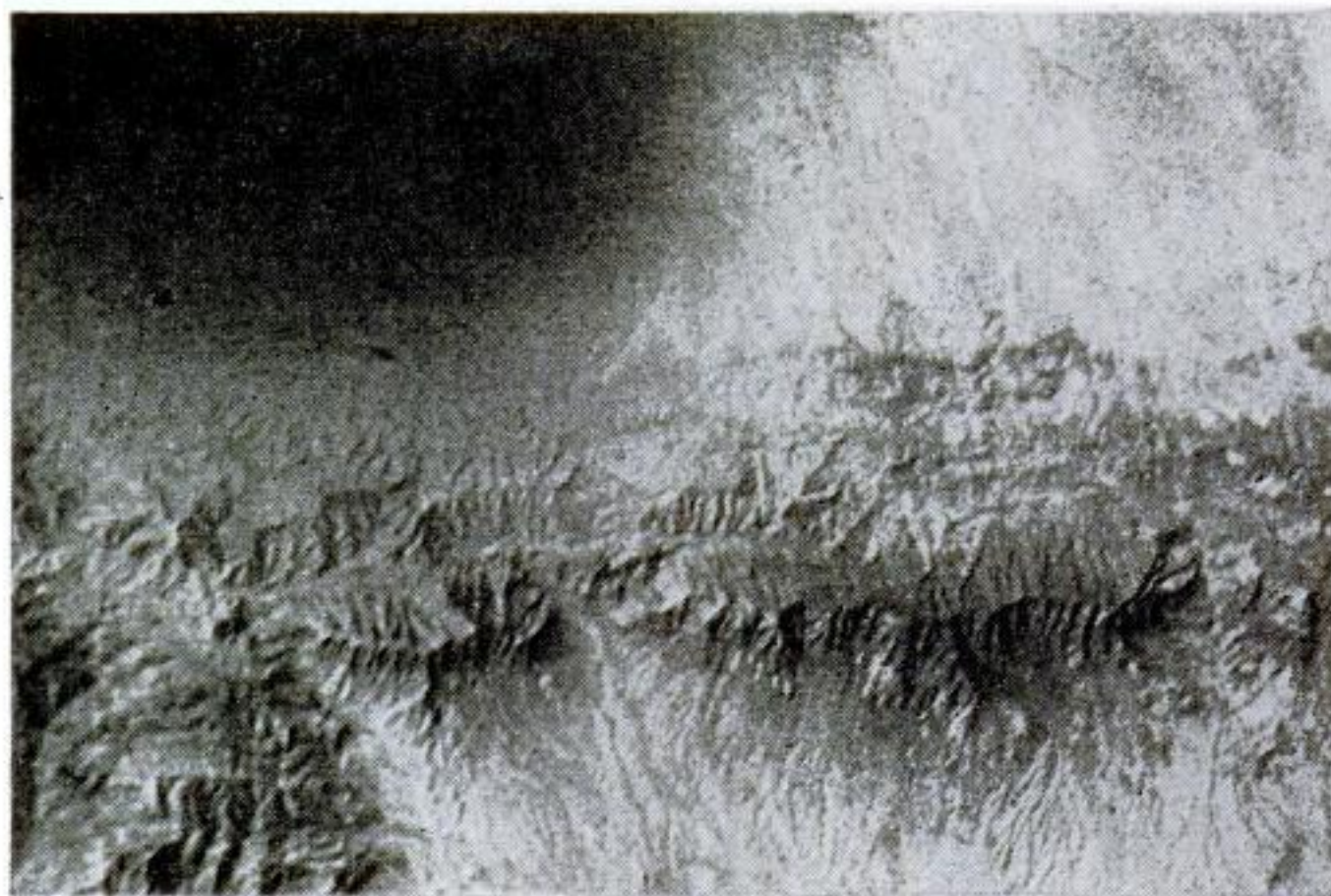
© 1946, Thos. J. Lipton, Inc.

LISTEN TO VOX POP, TUESDAY, 9 P.M., E.S.T., CBS

Sixty-five Miles Up CONTINUED



AT 1,000 FEET the details of roads and buildings are clear. The camera is set at a slight angle to the rocket's axis and cannot photograph straight down.



ABOUT HALFWAY UP, ridges of a mountain range look like tiny wrinkles. Dark patch at upper left was caused by smoke escaping around camera's lens.



NEAR TOP OF CLIMB even the most imposing features of the earth's surface begin to fade. Only the bright, sunlit tops of the cloud banks show clearly.

New! Blush-cleanse your face — *for that Engaged-lovely look*

See it give your skin:
—an instant clean, refreshed look
—an instant softer, silkier feel
—a lovely blush of color

YOU'LL SEE RESULTS TONIGHT—with the new blush-cleansing with Pond's Cold Cream. It cream-cleanses and cream-rinses your face to a new loveliness.

YOU BLUSH-CLEANSE—Rouse your face with warm water. Dip deep into soft-smooth Pond's Cold Cream. Swirl it on your recep-

tively moist, warm skin in little creamy "engagement ring" circles up over your face and throat. Tissue off.

YOU BLUSH-RINSE—Cream again with more snowy-soft Pond's Cold Cream. Swirl about 25 more creamy circlelets over your face. Tissue well. Tingle with cold water. Blot dry.

EXTRA CLEAN, SOFT, GLOWING—that's the way your face will feel! Pond's *demulcent* action has softened and loosened dirt and make-up—helped *free* your skin! *Every night*—this complete Pond's blush-cleansing. *Every morning*—for a bright-awake look—a once-over blush-cleansing with Pond's!



BARBARA'S RING—
a stunning diamond
set with utmost
simplicity

She's Engaged!
She's Lovely!
She uses Pond's!

BARBARA CHIPMAN is the delightful daughter of Mr. and Mrs. Charles Chipman—of New York and Easton, Pennsylvania, where the family's beautiful country house is located. She is engaged to Barrie McDowell, of New York, who served two years overseas, in the Army.

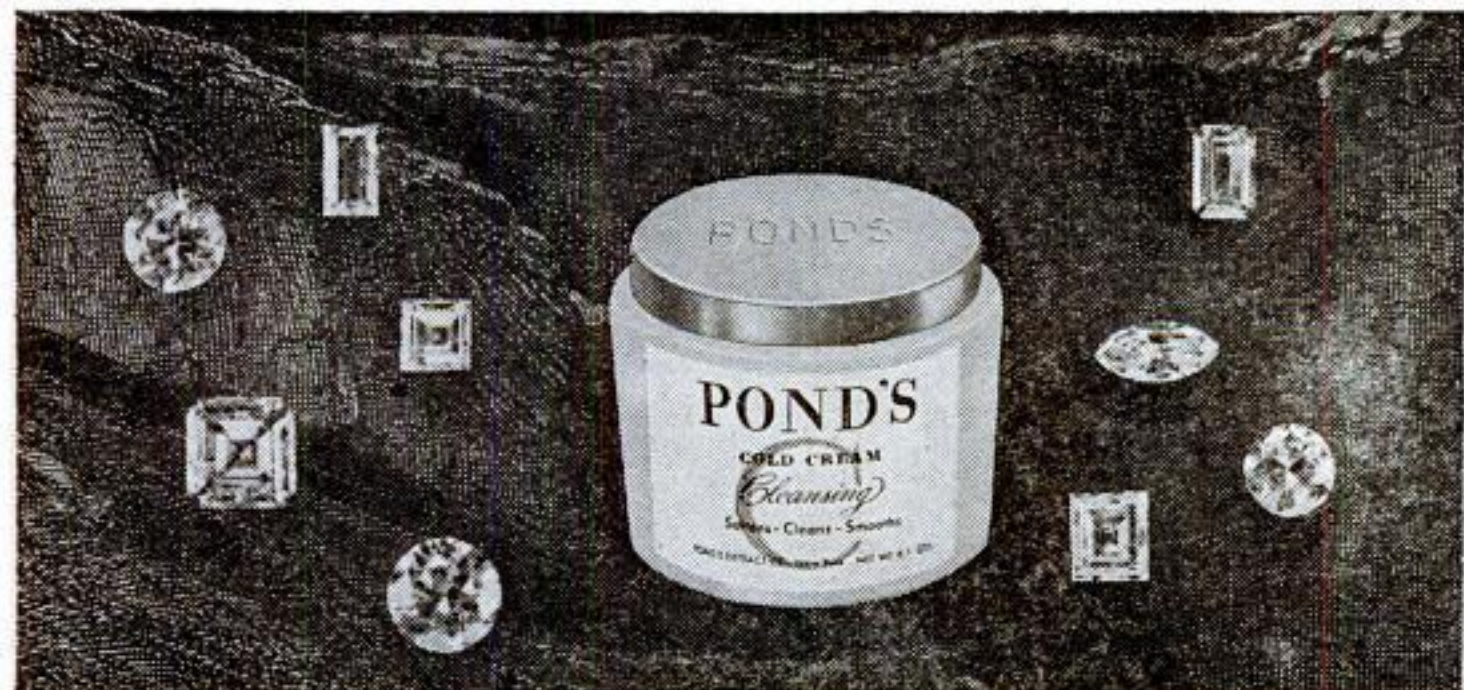
Barbara has a special talent for writing poetry. Her beauty is poetic, too—and memorable—her hair like a shining cap of gold, her brown-amber eyes, the warm peaches-and-dew look of her soft, young complexion.

She finds blush-cleansing with Pond's Cold Cream is delightfully cleansing and softening, "I love the glowy clean-smooth feeling my face has after it," she says.

Have the Pond's blush-cleansed look! Get a luxurious big jar of Pond's Cold Cream *today*. The bountiful 6-ounce-size jar is *extra* convenient to use.



BARBARA CHIPMAN says—"I just love this blush-cleansing with Pond's Cold Cream"



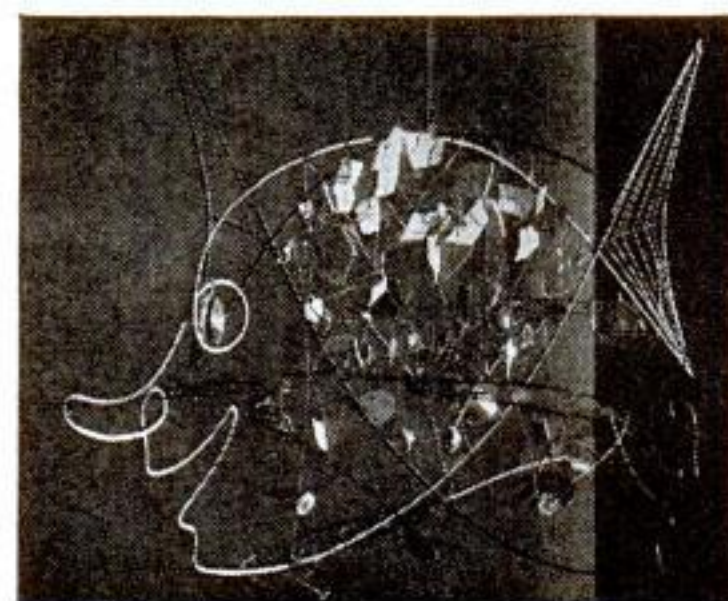
Diamonds and Pond's! Nine exquisite diamonds valued at \$20,000—destined for some of America's loveliest engaged girls

Among the beautiful women of Society who use Pond's

H. H. PRINCESS PRISCILLA BIBESCO
MRS. HENRY L. ROOSEVELT, JR. THE DUCHESS DE RICHELIEU
THE LADY VICTORIA MONTAGU-DOUGLAS-SCOTT
MRS. RICHARD C. DU PONT MRS. ANTHONY J. DREXEL, III
MRS. FRANCIS GROVER CLEVELAND
MRS. DAVID MCCORMICK



MAN RAY SEQUENCE SHOWS A MOVIE AUDIENCE IMITATING ACTOR ON SCREEN



CALDER SEQUENCE HAS A METAL FISH

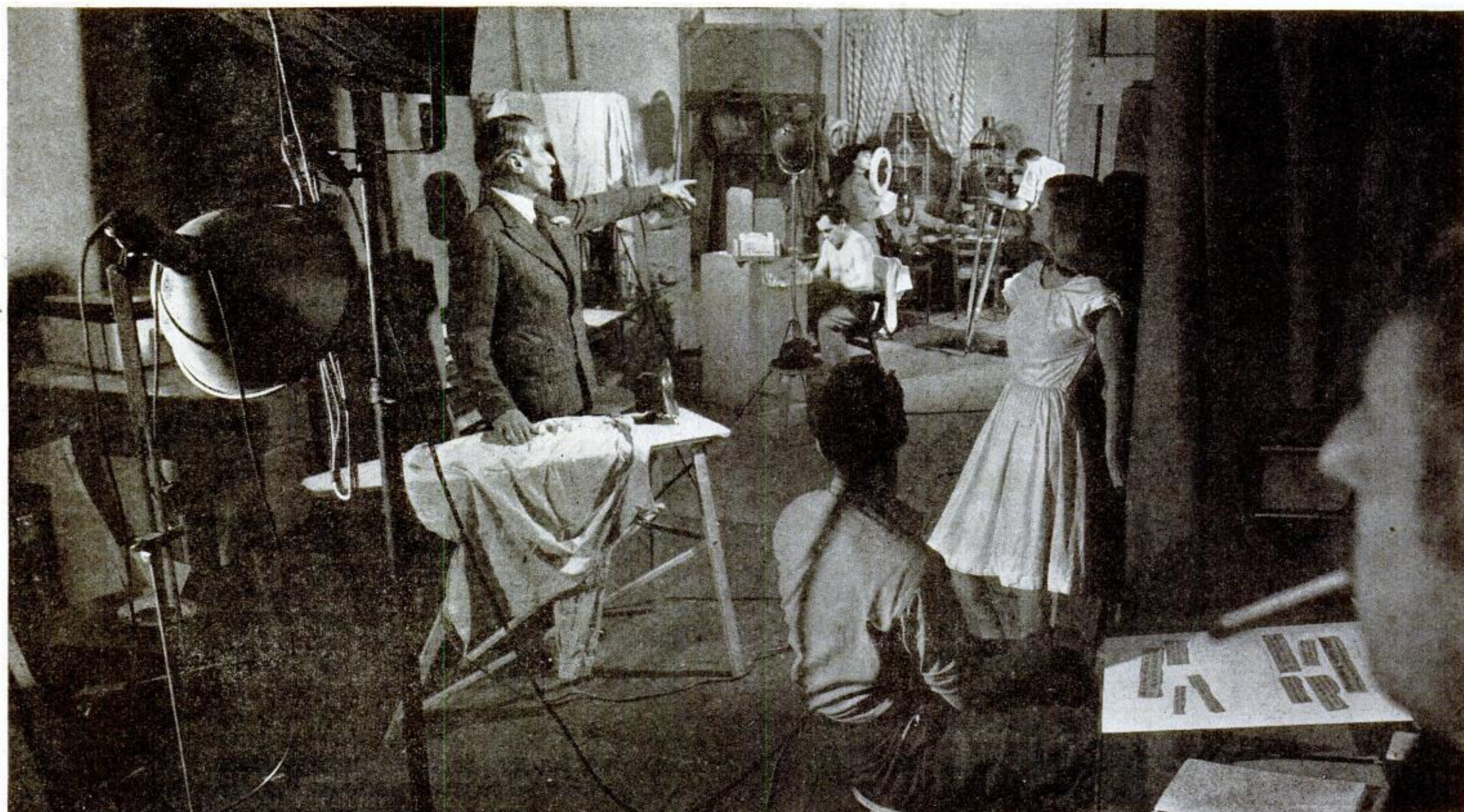
SURREALIST MOVIE

Six ultramodern artists supply dreams for new film

Dreams That Money Can Buy is a surrealist movie whose producers expect to make money out of it. For this and other reasons, it is a remarkable venture in movie-making. Producer of *Dreams* is Hans Richter, a painter and well-known figure in *avant-garde* artistic circles. Last year he induced five surrealist friends to dream up separate sequences which could be combined in a full-length movie. The contributors are Painters Max Ernst and Fernand Léger, Photographer Man Ray, Sculptor Alexander Calder and Marcel Duchamp, painter of *Nude Descending a Staircase*, who forsook art for chess in 1921. To their ideas Richter added one of his own and then proceeded to film them all in Cinecolor.

His studio (below) was the back room of an old New York house. There, in a space hardly large enough to park a car, Richter staged mob scenes, chases and dizzy falls, did his laundry and cooked lunch. For financial backing, he secured the assistance of Peggy Guggenheim, a copper heiress and art patron with openly Bohemian leanings. Since most actors and technicians were friends who worked for nothing, *Dreams* cost only \$15,000 to make.

Movie-goers leery of surrealism need not shy away from *Dreams*. The meaning of each sequence is suggested before it begins. None is completely baffling and several are quite amusing. Richter himself is stumped by some of the things in his own sequence (see p. 88), but he expected to be. "The movie is good," he explains firmly. "You don't have to understand it to enjoy it."



RICHTER'S STUDIO is this room, 45 by 15 feet, where *Dreams That Money Can Buy* was filmed at spasmodic intervals for nearly two years. Richter himself is issuing orders to the cameraman while ironing a shirt. Girl standing against wall is a model

who lived nearby and was assigned a role. Bare-chested man at makeup box plays the Blue Man in Richter's sequence and was the only professional actor. Fragmentary face at right belongs to LIFE Photographer Gjon Mili, who took these pictures.



MAX ERNST SEQUENCE was based on picture by the famous German painter of dreams. A man sees a girl dreaming in bed. He listens to her dreams over a telephone, then breaks through the bars which guard her. He finds that a shipwreck has

taken place under her bed. Survivors are pulled out (*above*). They symbolize the defeat which men suffer at the hands of beautiful women. Man and woman go off together into a limbo of swirling leaves and smoke. Afterward he faints and she plays ball.

CONTINUED ON NEXT PAGE



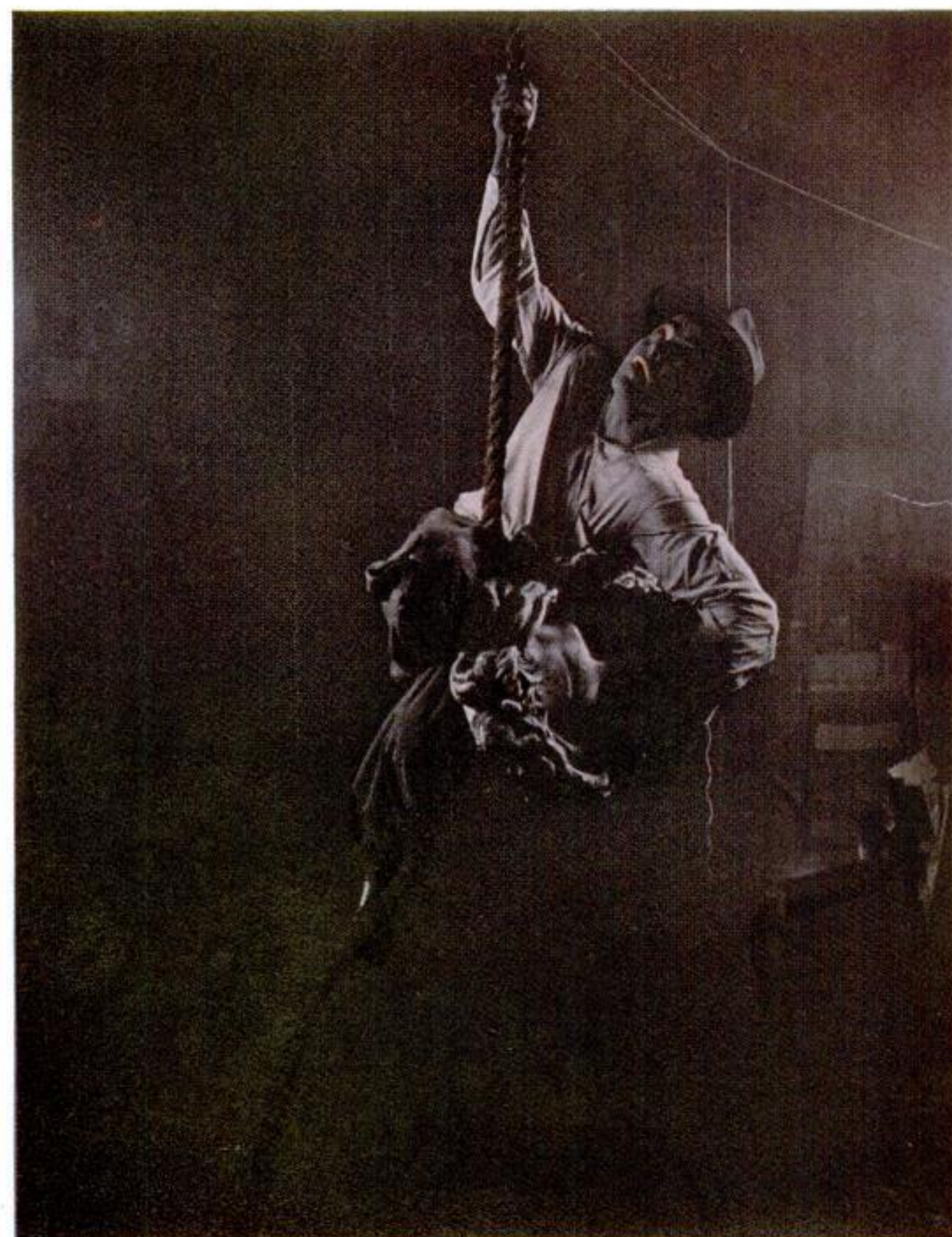
"NARCISSUS" is Hans Richter's sequence. His card-playing hero (*left*) spills a glass of red wine on a black table and sees himself blue in the reflection, symbolizing first glimpse of his inner self. Other players laugh and the frightened man leaves.



SEX lies waiting at the end of the long blue ribbon of intuition which he has followed. Girl offers Narcissus some cherries to eat and he debates briefly between kissing the girl and cutting her throat, an implication that all love is very close to hatred.



BUST OF ZEUS on fire is seen by Narcissus after the other card players, representing society, have snubbed him. Zeus represents the past to Narcissus and, like modern man, he hopes to find himself by escaping into it. Narcissus saves the bust.



NARCISSUS ESCAPES with the bust, which is the block to his full realization of his own freedom. Up above, the girl looks down and cuts the rope. He falls with bust, which is broken. With the past destroyed, Narcissus loses his blue color and is free.

Wembley* NOR-EAST* NON-CRUSH* TIES



*REG. U. S. PAT. OFF.

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IT'S FUN TO WATCH A MAN open your gift box of Wembley Nor-East Ties. You *know* they're his topmost favorites. You're *certain* their Wembley quality will endure. The imported Non-Crush fabric fights wrinkles, keeps its smart shape, gives him enjoyment for many a day.



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AT BETTER STORES EVERYWHERE

From 18th Century Masters.

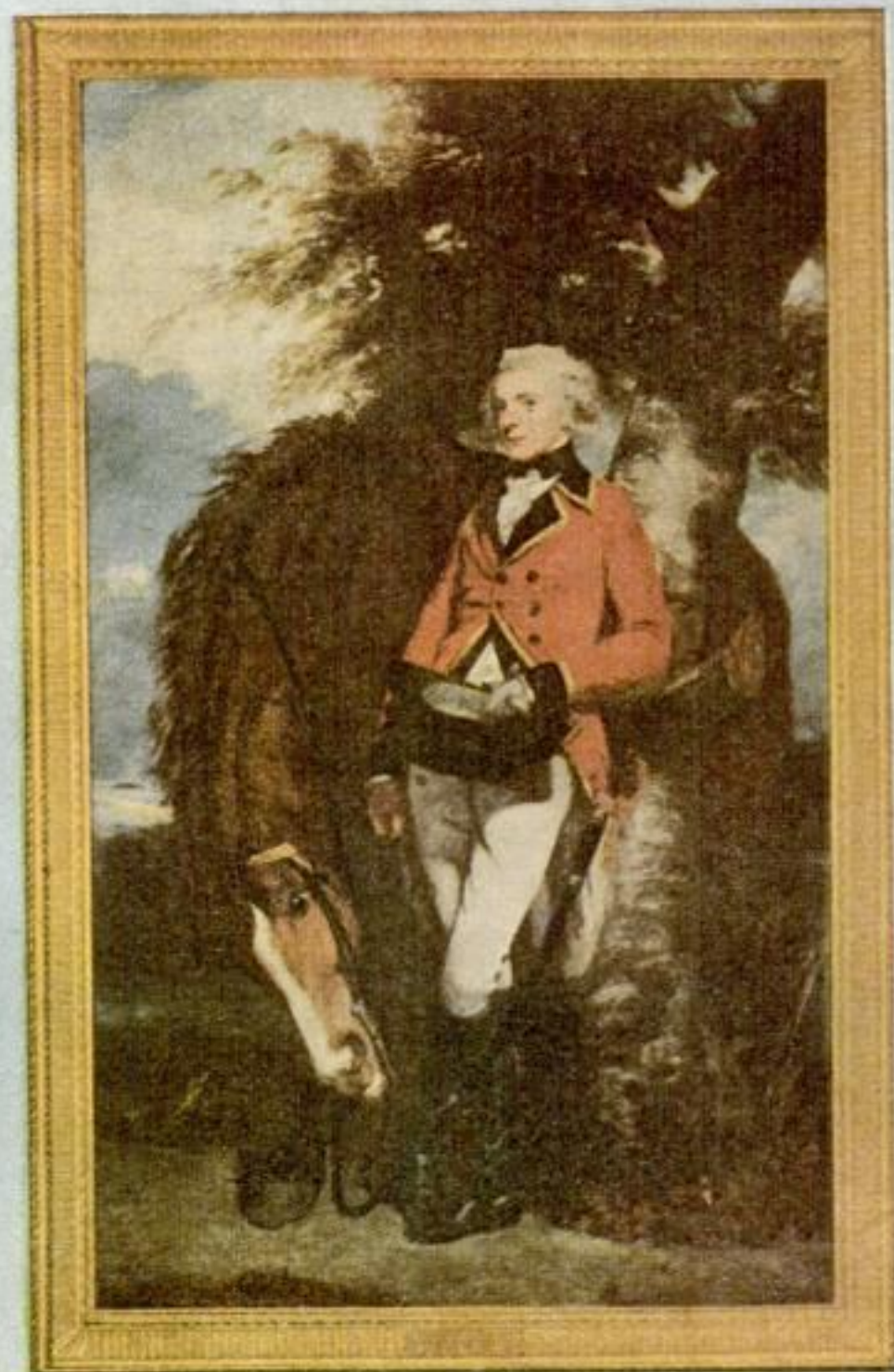


THE BRILLIANT CAREER OF SIR JOSHUA REYNOLDS was drawing to a close in 1791, when on the Continent, another artist, Bautte, completed *his* first masterpiece—a watch of remarkable accuracy and beauty.

This great craftsman, who founded the house of Girard-Perregaux, set up the standard of excellence that was to become its living tradition. Since then, five generations of craftsmen . . . inspired by their rich heritage of achievement . . . have dedicated superlative skills to the science of fine watchmaking.

In their enduring beauty and precision, today's timepieces by Girard-Perregaux perpetuate the qualities for which this name is renowned throughout the world.

The watch above, one of Bautte's masterpieces, and at the right, Sir Joshua Reynolds' famous portrait of Col. Coussmaker. Reproduced from the originals at the Metropolitan Museum of Art.



Watches illustrated are priced from \$47.50 to \$60.00 in gold filled and from \$60.00 to \$125.00 in 14 kt. gold. Federal tax included. Other models from \$40.00.

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MR. NEW YORK DIES

Jimmy Walker was idol of the 20's

By the standards of the implausible age in which he flourished, Jimmy Walker was a great man. Born and brought up on the sidewalks of New York, he got to be mayor of the town. He was a glib wisecracker with all the answers in an era that seldom asked hard questions. He hobnobbed with the great and welcomed the famous (*next page*), patronized the gayest nightclubs, was seen with the prettiest girls. He traveled about in a big limousine preceded by police sirens, threw out the first ball, sat up at the ringside for big fights, wore derbies and tight-fitting suits. Jimmy Walker was a playboy mayor at a time when the last thing New York wanted in its City Hall was a sober administrator. It called him "Mr. New York" and loved him for his enormous charm and gay irresponsibility.

All that ended with the 1929 stock-market crash. In depression's sober light, people began asking questions about New York's extravagant municipal government. Investigated along with other politicians by Judge Samuel Seabury, he resigned under fire after Franklin Roosevelt, then New York's governor, had called him to account. Walker charged he had been framed and went to France with Betty Compton, the lissome brunette showgirl who had long been his nightclub companion and whom he married in Cannes. After three years of nostalgic yearning for the lights of Manhattan, Walker returned, broke and chastened but still greeted by 8,000 admirers. They presently found that exile had deepened his innate kindness. At a dinner at which he, as usual, was toastmaster, a waiter slipped and dropped a trayful of dishes while he was speaking. "You have my sympathy," said Jimmy Walker. "I slipped once."

When he died last week of a blood clot on the brain, New York marveled that boyish Jimmy Walker had got to be 65 years old. It forgot his faults which were actually as much the faults of his time as his own and remembered him instead for his personal virtues which were kindness and loyalty and sympathy. Seeing him in his coffin, it wept.



IN 1931 MAYOR JIMMY WALKER, TOP-HATTED AND SMILING AS USUAL, HEADS POLICE PARADE UP BROADWAY



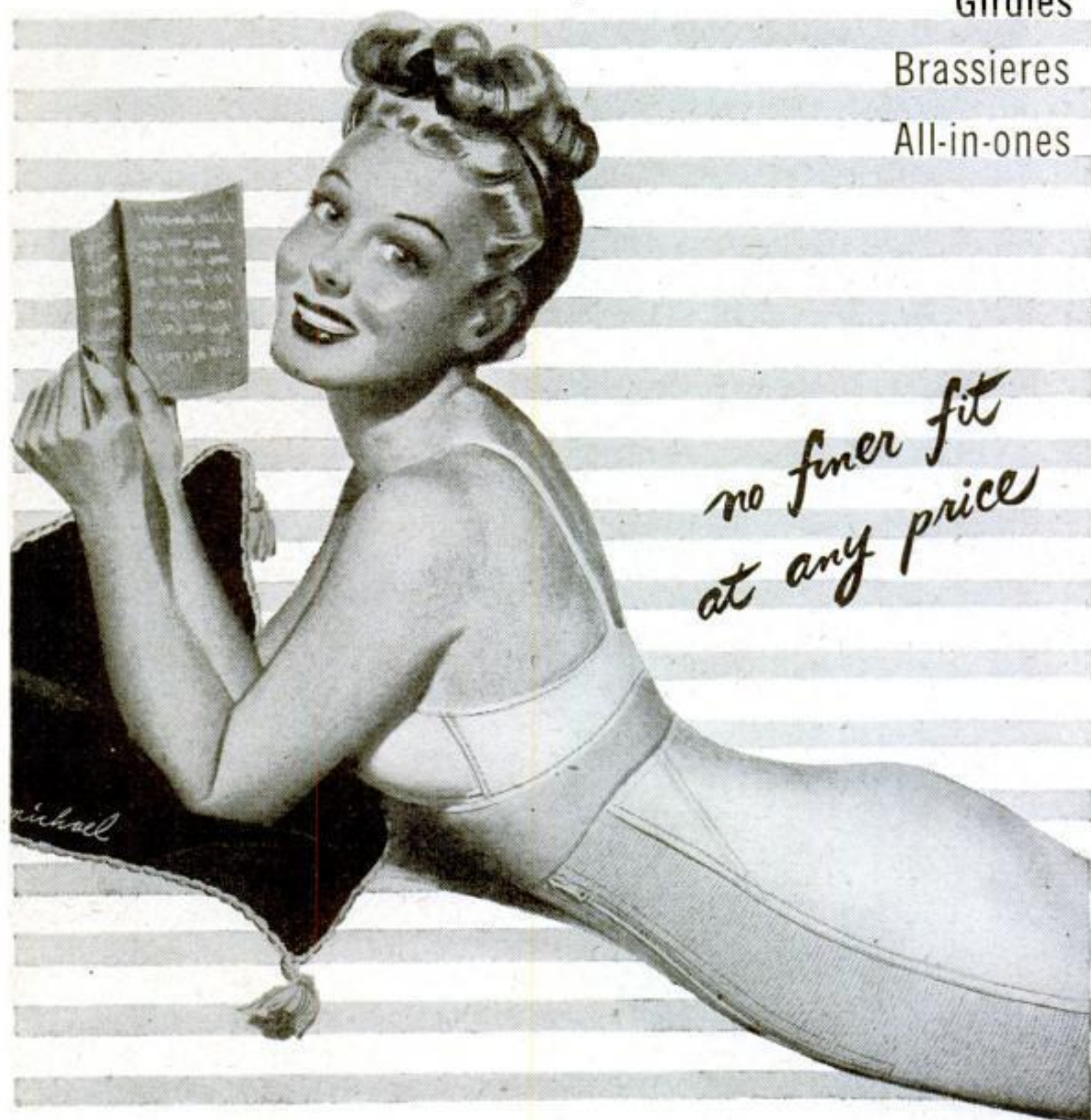
OUTSIDE ST. PATRICK'S, where the Walker funeral was held, elderly ladies who could not get in the

cathedral told their beads and wept for the ex-mayor. Joe DiMaggio, the New York Giants football squad, Mike

Jacobs and a Lambs Club delegation also attended. Earlier, some 35,000 persons visited the funeral chapel.

BEST FORM

Girdles
Brassieres
All-in-ones



*no finer fit
at any price*



Cute
**CAPABLE
COTTONS**

Happy Home frocks will have you talking, too. Their flower-fresh colors and prints...their quality construction and the wonderful feel and fit you get from Happy Home cottons are something you could talk about all day long! Sizes 14 to 44.

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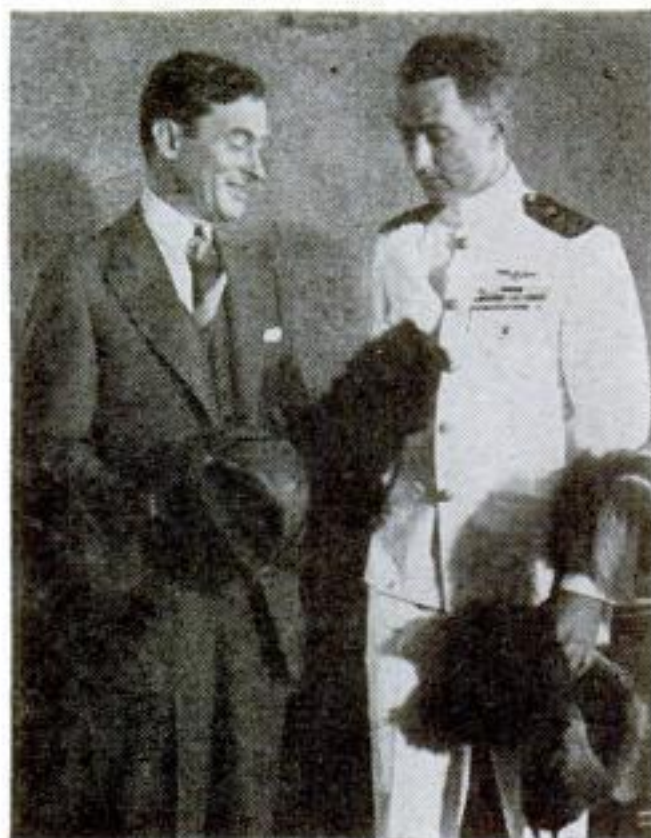
Mr. New York Dies CONTINUED



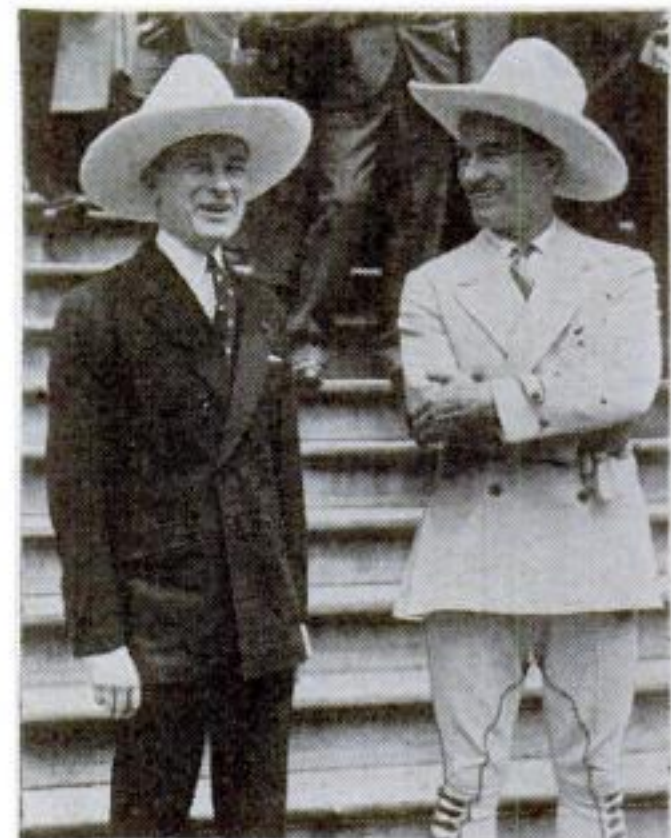
GERTRUDE EDERLE, first woman to swim the English Channel, got one of the Walker era's big receptions.



QUEEN MARIE of Rumania was one of several members of European royalty to receive Walker's greetings.



ADMIRAL BYRD, leaving for Antarctica, received fur garments from the mayor at luncheon given by furriers.



TOM MIX, making a New York personal appearance, called at City Hall and gave the mayor a 10-gallon hat.



SIR THOMAS LIPTON, here to race his yacht, *Shamrock V*, in 1930, was welcomed to the city by Walker.



PIERRE LAVAL, then French premier, and daughter were bade farewell by the mayor as they sailed for home.



CHARLES LINDBERGH, coming home after flying the Atlantic Ocean in 1927, was given New York's greatest demonstration of ticker-tape hysteria up to that time. For it, Mayor Walker donned silk hat and striped trousers.

CONTINUED ON PAGE 94



Within two seconds after starting, top-flight tap dancers hit the spectacular speed of 840 taps per minute...

Within two seconds after you take it, Bayer Aspirin is actually ready to go to work, to bring you

IT HAPPENS WITHIN
Two seconds—



When you seek the fastest relief you can possibly get from ordinary headache, remember this test. It is undeniable *proof* that Bayer Aspirin starts to dissolve or disintegrate within *two seconds*... thus, is actually ready to start working almost the instant you take it.

fast pain relief!



Bayer Aspirin's astonishing 2-second speed is the result of THREE important steps...not just ONE!

Above all else, when you have a headache, neuritic or neuralgic pain, you want really *quick* relief. And Bayer Aspirin's 2-second disintegrating action *means* quick relief.

To give Bayer Aspirin this amazingly fast action, three important steps are taken in manufacture—*not just one!* First, although aspirin powder can be purchased on the outside, Bayer makes *its own* instead, tests it, adds a highly effective binder. Second, this

powder is compressed into giant tablets (extreme left) 18 times larger than normal.

Third, these "giants" are crushed back into powder, sifted, and the small tablets bearing the famous Bayer cross are finally made.

Bayer technicians *could* make aspirin tablets without taking all three steps. But because they *do* take them, Bayer Aspirin starts to work within *two seconds*. That's why, when you want fast pain relief, it pays to buy *Bayer Aspirin*.

**ALWAYS ASK FOR
GENUINE**

Bayer Aspirin



EVERVESS...Yes, Yes!

- **Yes...Evervess is Bonded for quality!**

Bonded by a famous SURETY COMPANY to be as fine as any sparkling water at any price — or money back! Lots of long-lasting sparkle!

- **Yes...Evervess—a dime-size bottle for a nickel!**

12 full ounces—enough for 2 or 3 mixed drinks. Cheaper *per drink* than many so-called "economy" size bottles! Get a half dozen in the Evervess carrier today!

PROCESSED FOR PURITY BY ULTRAVIOLET RAY

The New Sparkling Water... A Pepsi-Cola Product



Mr. New York Dies CONTINUED



SAMUEL SEABURY (left), investigating Tammany's clutch on City Hall, roiled Walker's equanimity. Walker was arraigned on a malfeasance charge.



MRS. WALKER I divorced Jimmy in 1933. They were married in 1912.



MRS. WALKER II, Show Girl Betty Compton, divorced Walker in 1941.



BURIAL in Gate of Heaven Cemetery, Valhalla, N.Y., was attended by Walker's two adopted children (center) and sister, Nan Walker Burke, (between them).

It's a Gift

ZIPPO

Windproof

LIGHTER

The Lighter that made the World Lighter-Conscious

ZIPPO MFG. CO., BRADFORD, PA.

Exquisite Engine Turned Case in 14K Gold, \$175*, or Silver, \$20*. Plain Gold Case, \$165*; Plain Silver, \$15*.

(*plus 20% Federal Tax).

Silver-like finish \$2.50. Three initials or

facsimile signature, engraved, \$1.00 extra. Sports motifs, fraternal or club emblems, also Firm Insignia, Trade Mark, etc., available as special gifts, prizes, etc.

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for her

a Gift from Hollywood



for Blondes, Brunettes, Brownettes, Redheads

New beauty for Christmas—added glamour for the days to come! Of course, she will love such a gift. And here it is—her own individual Color Harmony Make-Up created by *Max Factor Hollywood* to emphasize the beauty of her natural complexion colorings. Packed in gay holiday boxes, it's just the gift that, she, herself, would choose.



MY MAKE-UP SECRET....
(AUTOGRAPHED BY FAMOUS SCREEN STARS)
Autographed Make-Up Set containing *Max Factor Hollywood* Powder, Rouge and Lipstick **\$2.50**



COLOR HARMONY MAKE-UP SET
In correct shades for her own individual type. Contains *Max Factor Hollywood* Face Powder, Rouge, Lipstick, Cleansing Cream and Liquid Brillon **\$3.55**



SPECIAL MAKE-UP SET...
Beauty secrets in a festive gift box. Pan-Cake Make-Up, Powder, Rouge, Lipstick, Cleansing Cream, Coconut Grove Cologne and Skin Freshener **\$6.55**



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Powder, Rouge, Lipstick, Pan-Cake Make-Up, Skin Freshener, Eyelash Make-Up, Trocadero Cologne, Cleansing Cream and Invisible Make-Up Foundation . . **\$8.55**



MAKE-UP TREASURE CHEST
A luxurious gift that will thrill any woman . . . a complete *Max Factor Hollywood* Color Harmony Make-Up ensemble, thirteen cosmetics of the stars . . **\$11.30**



PAN-CAKE MAKE-UP SET...
Beautifully arranged in a holiday gift box—the famous *Max Factor Hollywood* Pan-Cake Make-Up, Face Powder, Rouge, Lipstick and Cleansing Cream . . **\$4.55**

Max Factor * Hollywood



"COFFEE PICKERS"—the famous painting by Doris Rosenthal. In cool, dewy shade—under an awning of taller trees—the finest coffee beans in gay red jackets slowly store up the rich "shade-grown" flavor that has brought Chase & Sanborn the biggest success in 82 years.

Experts agree that fine coffee needs shade

• In cool, moist shade, the good earth of the tropics creates the fine coffee beans that add the wonderful "shade-grown" flavor America loves in Chase & Sanborn. These "shade-grown" coffees explain why more people chose Chase & Sanborn in the past year than ever before in its 82-year history!



VACUUM FRESH to enable you to enjoy "shade-grown" flavor at its best! Get Chase & Sanborn in vacuum jar or vacuum can—in your favorite grind—today!



You get "Shade-grown" Flavor in Chase & Sanborn Coffee

PEACETIME USES OF ATOMIC ENERGY



THE ATOMIC ENERGY COMMISSION MEETS IN ITS WASHINGTON OFFICE. LEFT TO RIGHT ARE PIKE, CHAIRMAN LILIENTHAL, WAYMACK, STRAUSS, BACHER

Their practical engineering is at hand

The date of this issue of LIFE is the fourth anniversary of a stupendous event in human affairs. On Dec. 2, 1942 a tense little group of scientists in a squash court at the University of Chicago's Stagg Field read the instruments which told them that the atomic pile had worked the first sustained release of atomic energy. There were no historians nor photographers present. Only a cold graph which recorded the progress of the pile experiment and a Chianti bottle inscribed with the names of the men who were there remain as mementos of the greatest discovery of man since fire.

There are many analogies between atomic energy and fire. Fire was once an enemy of man, which swept out of the prehistoric forests to destroy his pitiful encampments. Today fire is still dangerous, but it is also useful. It is a source of energy which has made possible most of man's works. Atomic energy will probably have a similar history. It is potentially the greatest enemy of

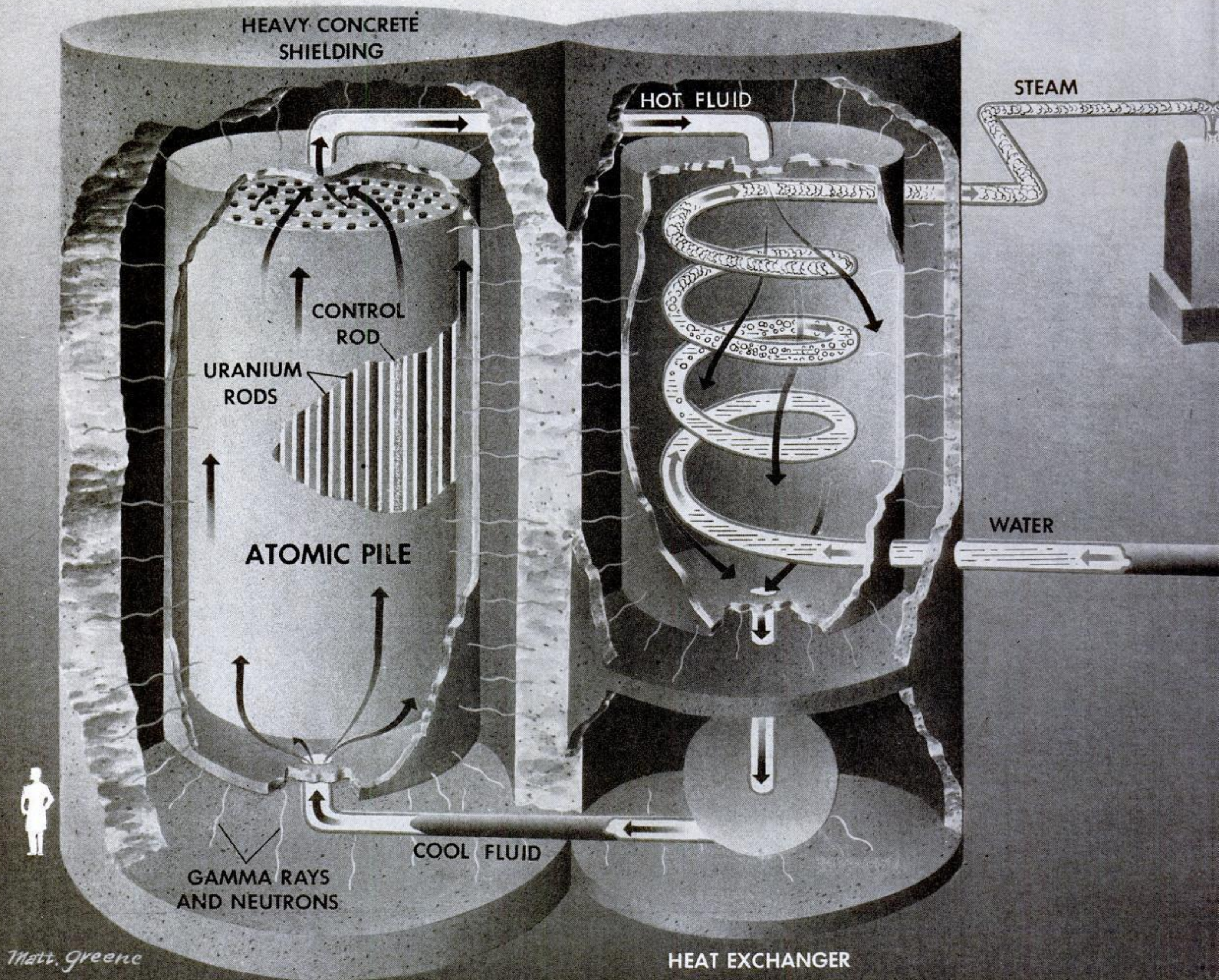
man, but it is also his greatest hope for the future.

In the 15 months since the first atomic bomb was set off, the destructive possibilities of atomic energy have been thoroughly publicized. Its applications in peace are not so well known because most of them are still ahead. The atomic bomb, which was only six years from basic discovery to finished product, is a lesson that men cannot look too far ahead. But it is nevertheless possible to make predictions of how atomic energy will be used in the immediate future. On the following pages LIFE presents a brief review of the peacetime uses of atomic energy, what they are now and what they may be in a few short years.

Although atomic energy may be found in every atom of the earth, its future begins in the U.S. Almost everyone agrees that the U.S. monopoly is temporary, although there has been controversy as to how long the U.S. will maintain it. The U.S. has shown that it would like to shorten the period

of monopoly by presenting a plan under which atomic energy can be shared by all people (see pp. 102-103). But the plan has been put forth in an imperfect world, so its adoption may be a while in coming.

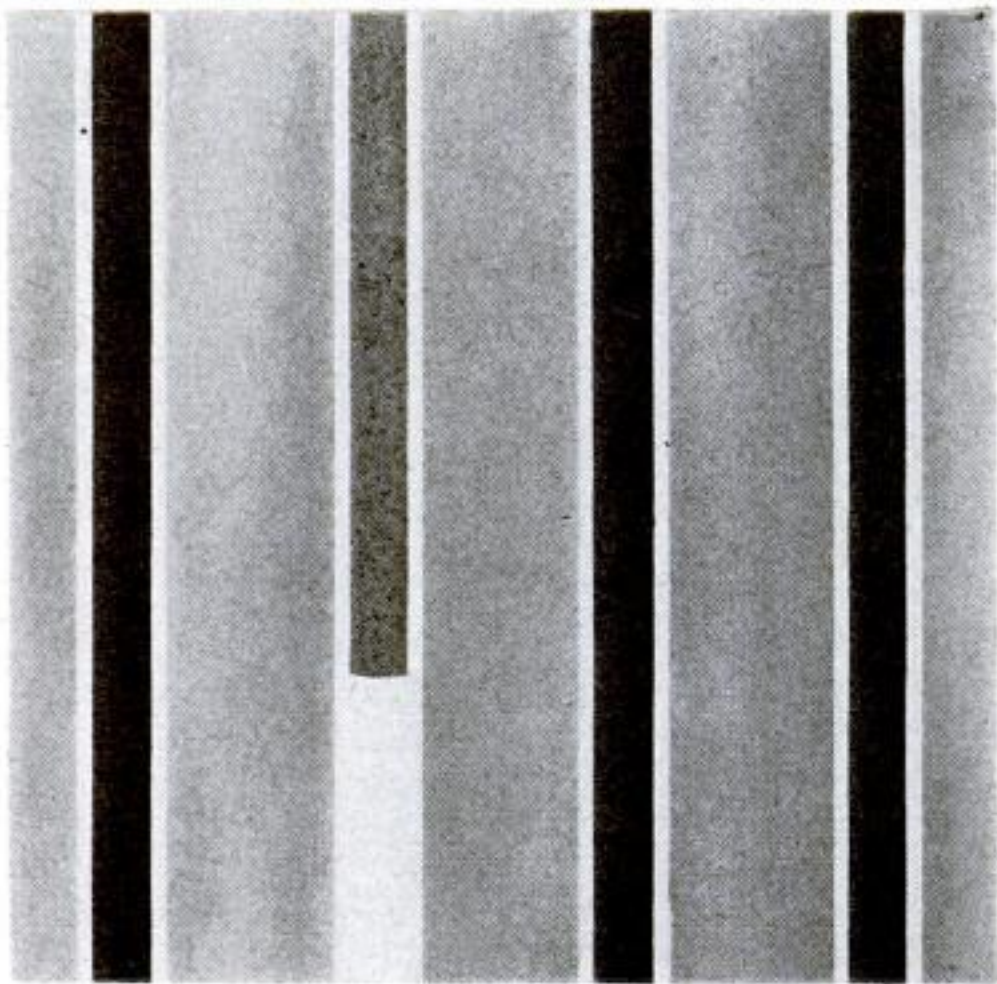
Because atomic energy is now largely U.S. property, its custodians are the five Americans who appear in the picture above. They are David E. Lilienthal, former chairman of the Tennessee Valley Authority; Robert F. Bacher, Cornell physicist and one of the men who assembled the first atomic bomb; William W. Waymack, editor of the *Des Moines Register and Tribune* and a Pulitzer prize winner; Lewis L. Strauss, banker and wartime rear admiral; Sumner T. Pike, former member of the Securities and Exchange Commission. Their present job: gradually to take over the vast atomic energy plant built by the Army's Manhattan District. Their higher responsibility: to hold atomic energy in trust until the world can agree on how it should be used without danger to enrich the life of men.



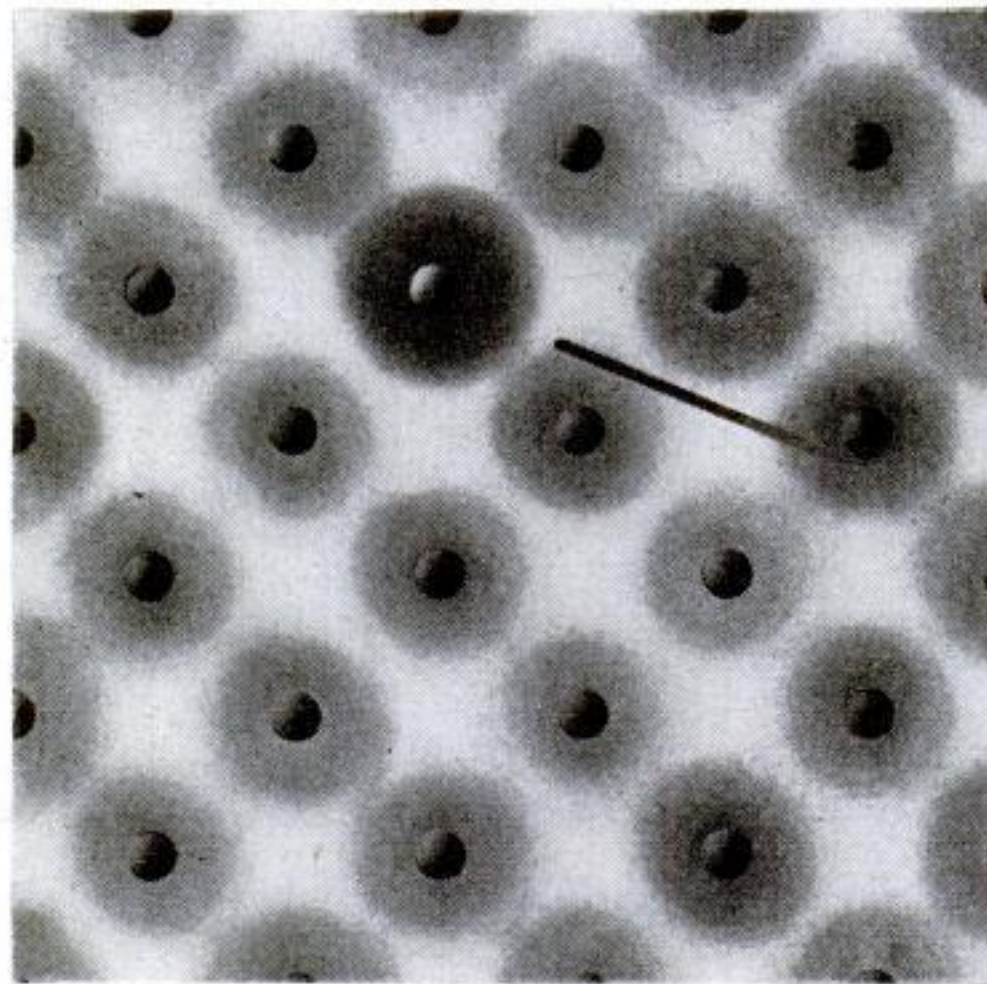
ATOMIC POWER PLANT to be built at Oak Ridge will look something like this inside its buildings. The plant's

source of energy will be the fierce heat of the atomic pile at left. Heat is utilized by continuously pumping fluid

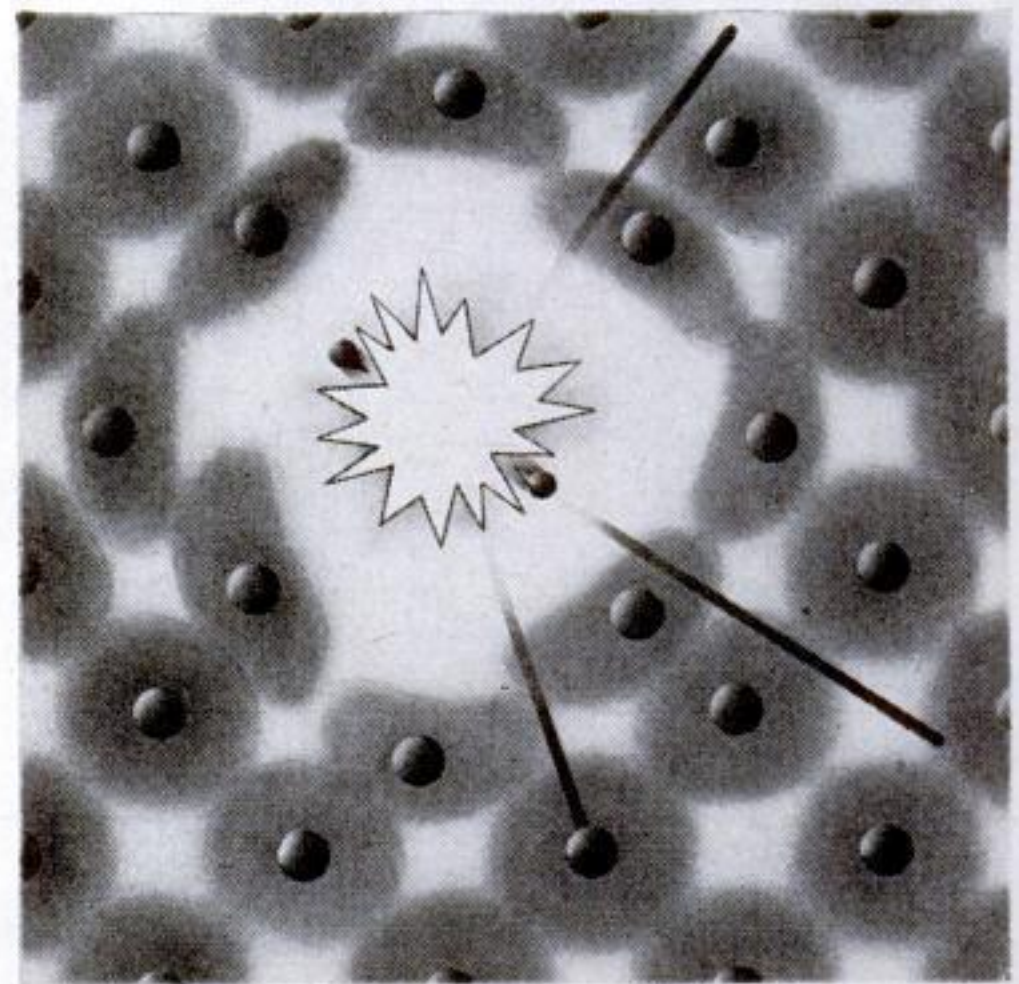
through the pile and the adjoining heat exchanger. In coils of pipe passing through the heat exchanger water



ATOMIC PILE is made up of uranium rods (dark strips) running through a lighter substance such as graphite (light gray). The rod second from left is made of material which can control the pile by absorbing neutrons.



URANIUM ATOMS have big nuclei, each surrounded by a cloud of electrons. One out of every 139 natural uranium atoms is U-235 (darker shading). A slow neutron (dark line) about to cause fission heads for U-235 nucleus.



FISSION splits the U-235 nucleus into two parts, releasing energy and fast neutrons. One neutron is absorbed by a nucleus of ordinary U-238 (near bottom). Atoms in the rod are jostled into violent heat motion.

POWER

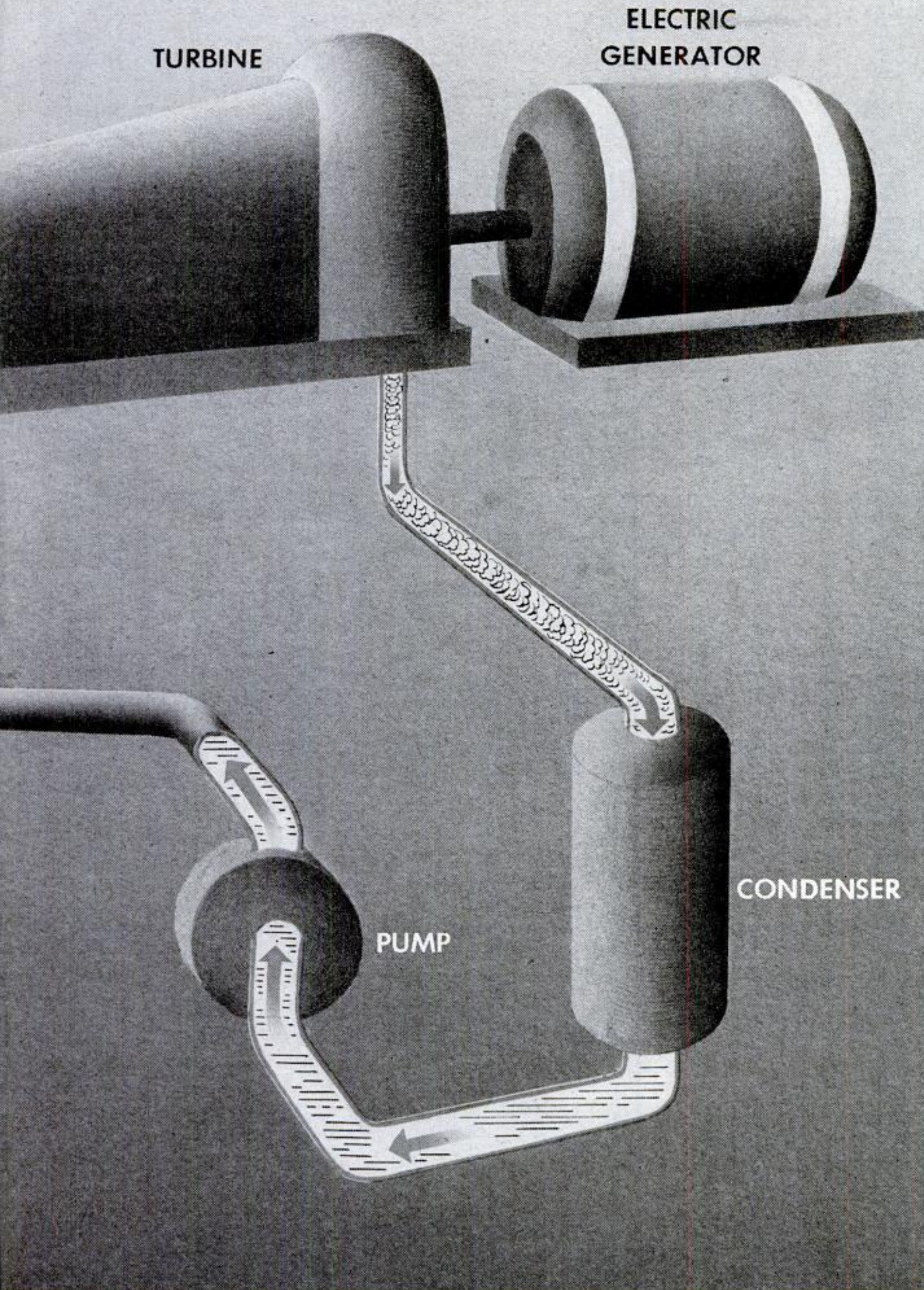
A pilot plant should be completed by 1948

Atomic power from atomic energy can be a practical reality in five to ten years. So say the scientists and engineers who are now at work on the problem. Even before then an experimental atomic power plant will be put into operation. At the left is a simplified drawing of the \$2,500,000 plant which will shortly be built for the Manhattan District under the supervision of the Monsanto Chemical Company, which now operates Clinton Laboratories at Oak Ridge, Tenn. Ground will be broken for the plant at Oak Ridge next year. It will probably be finished sometime in 1948.

The source of power in the Oak Ridge plant will be an atomic pile, which except for the atomic bomb is still the only way to release atomic energy in large amounts. The Oak Ridge pile will probably be a big cylinder (*far left*) with rods of fissionable material running through it. When fission begins spontaneously in the pile, it releases a seething blizzard of neutrons which keep the reaction going. Because the neutrons and other radiations are deadly to all living things, massive shields at least six feet thick must be built around any pile. This means that piles might be used to run ships but not automobiles or airplanes or locomotives.

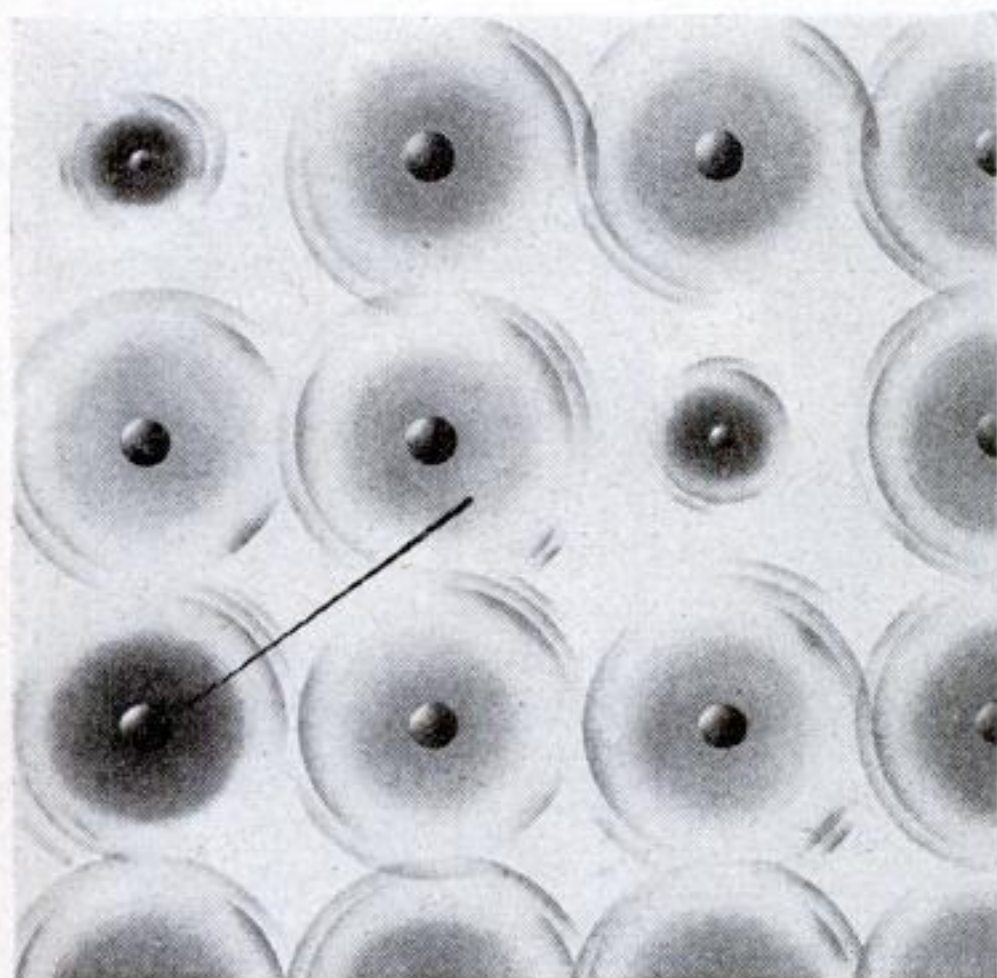
The atomic pile manufactures great quantities of heat as well as neutrons. In the big atomic energy plants at Hanford, Wash. which make plutonium for atomic bombs, this heat is a by-product to be washed down the Columbia River with the water that cools the Hanford piles. In the Oak Ridge power plant the pile will be operated at a much higher temperature (perhaps 1,500° F.) and its heat used to do man's work.

The new Oak Ridge pile will produce the same kind of heat as coal or oil, so there will be nothing radical about the way its heat energy is transported and applied. The energy of the pile will heat a fluid which in turn will heat water into steam. The steam runs a standard turbine and the turbine runs an electric generator. The electric power from the generator then operates electric lights, vacuum cleaners, factories and trolley cars, if any are left when the golden age of atomic energy arrives.

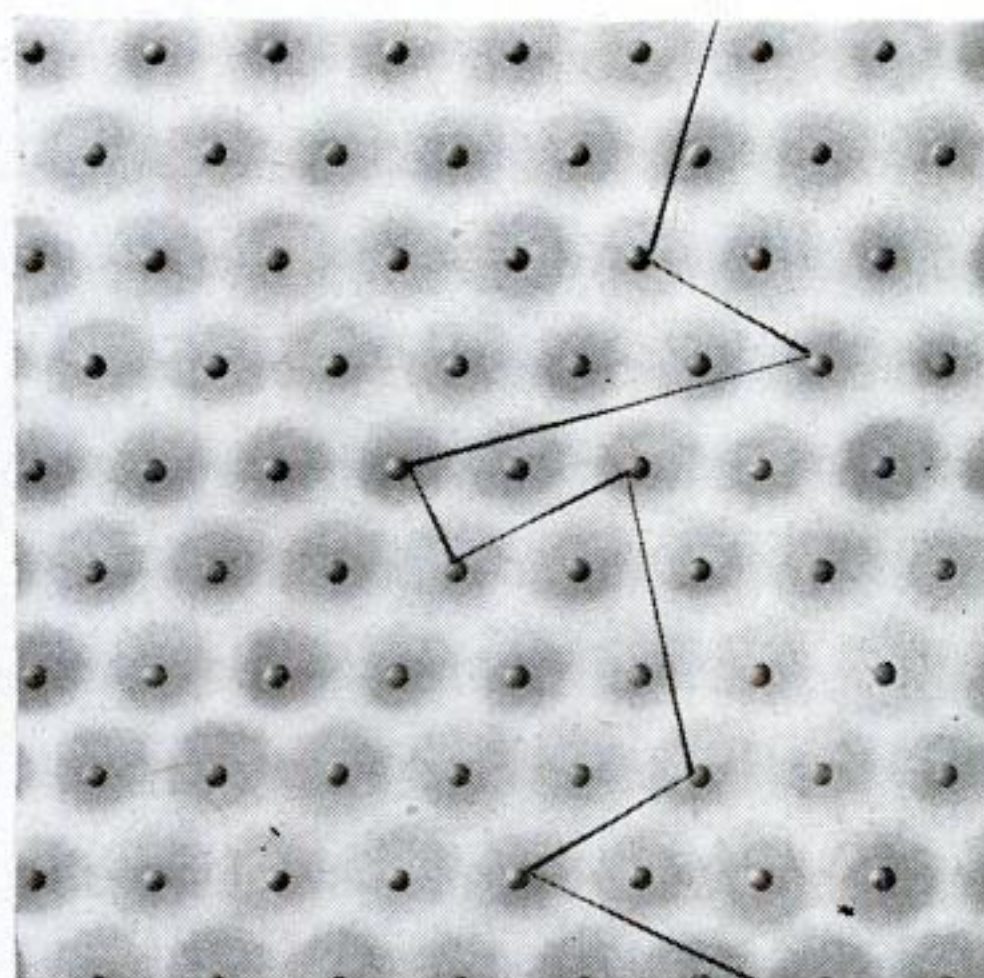


is turned into steam to run a turbine and electric generator. Water is then returned from the condenser to coils

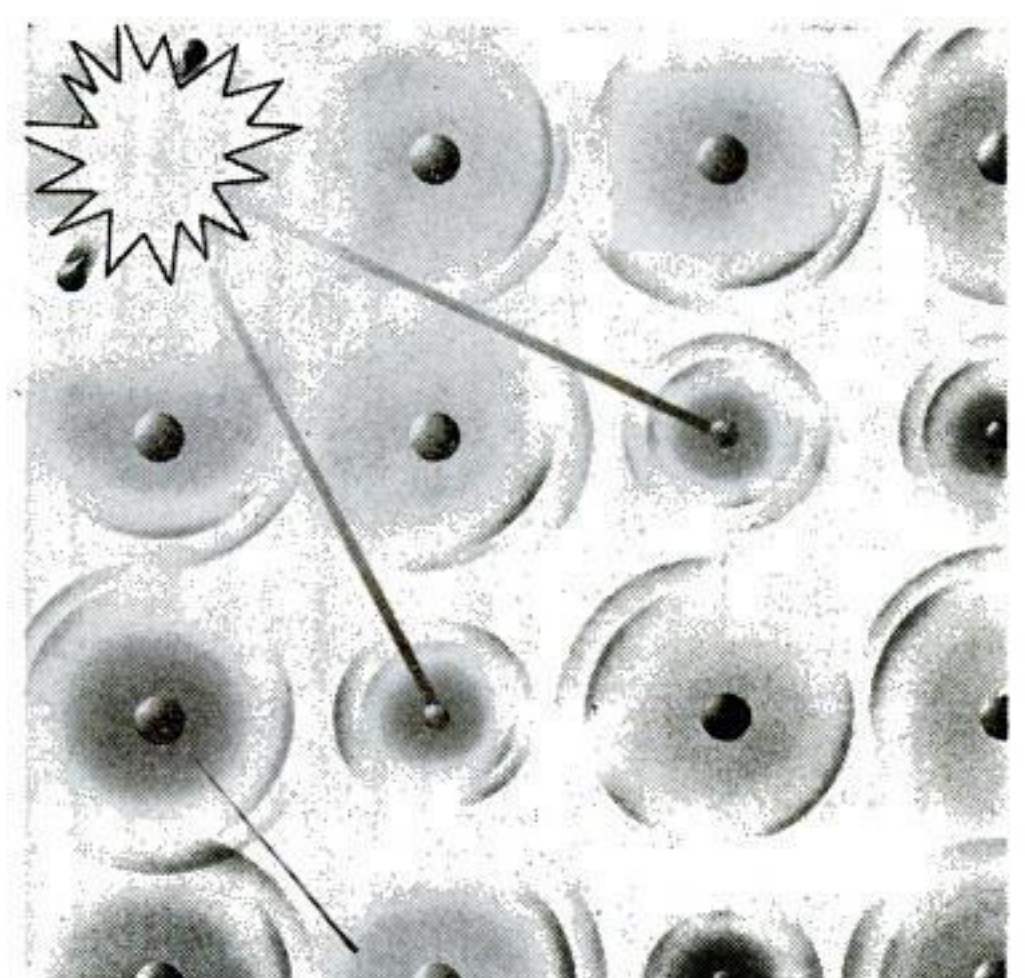
to be heated again. Exact size of the pile is secret but rough estimate is indicated by figure of man at the left.



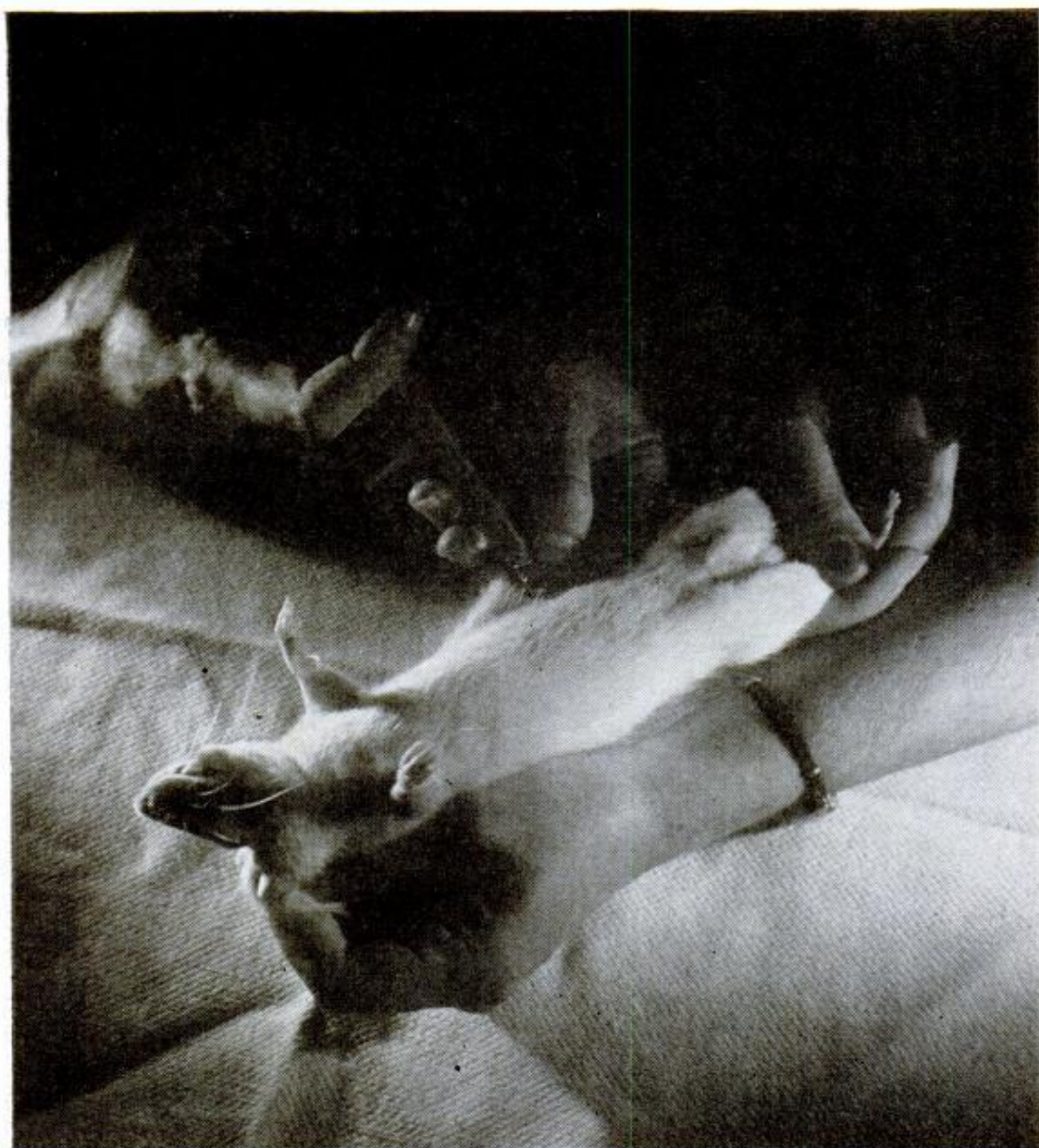
ROD GETS HOT as vibrating uranium atoms absorb fission energy. The atom which took in a neutron now emits an atomic particle (*dark streak*), and thus becomes neptunium. Smaller atoms are fragments of split U-235.



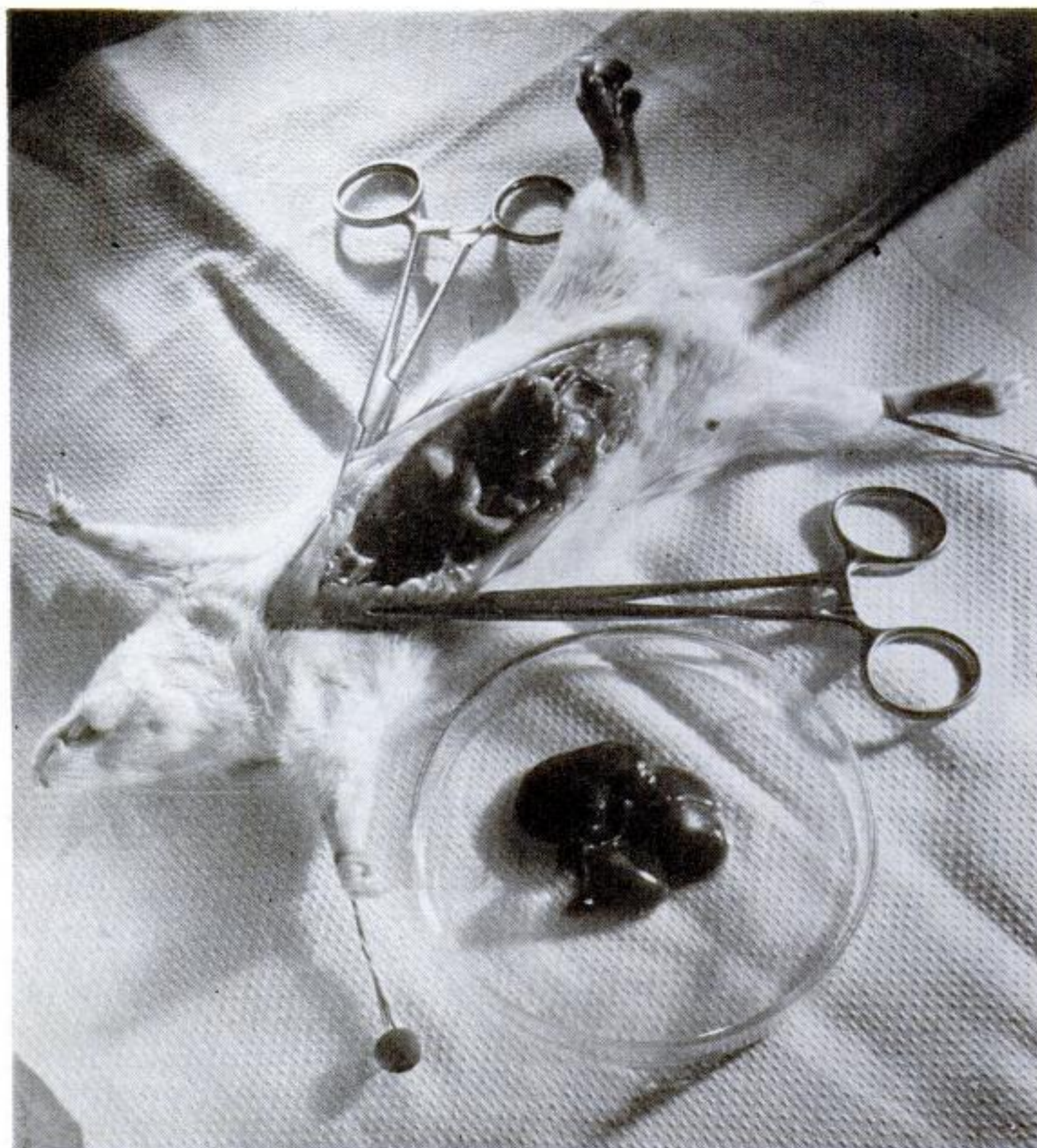
NEUTRON SLOWS DOWN by bouncing among the nuclei of lighter substance (*e.g.*, graphite) surrounding rod. Slowing neutrons produced by fission makes it more likely that they will keep chain reaction going in another rod.



REACTION STOPS when neutron-absorbing U-235 fragments accumulate in rod. Rod is now purified. At left neptunium atom emits particle, thus becoming plutonium. Fissionable plutonium can now be used in second pile.



TRACING EXPERIMENT IS BEGUN BY INJECTING RADIOACTIVE PHOSPHORIC ACID INTO A RAT



AFTER FOUR AND A HALF HOURS THE RAT IS KILLED AND ITS ORGANS ARE DISSECTED OUT

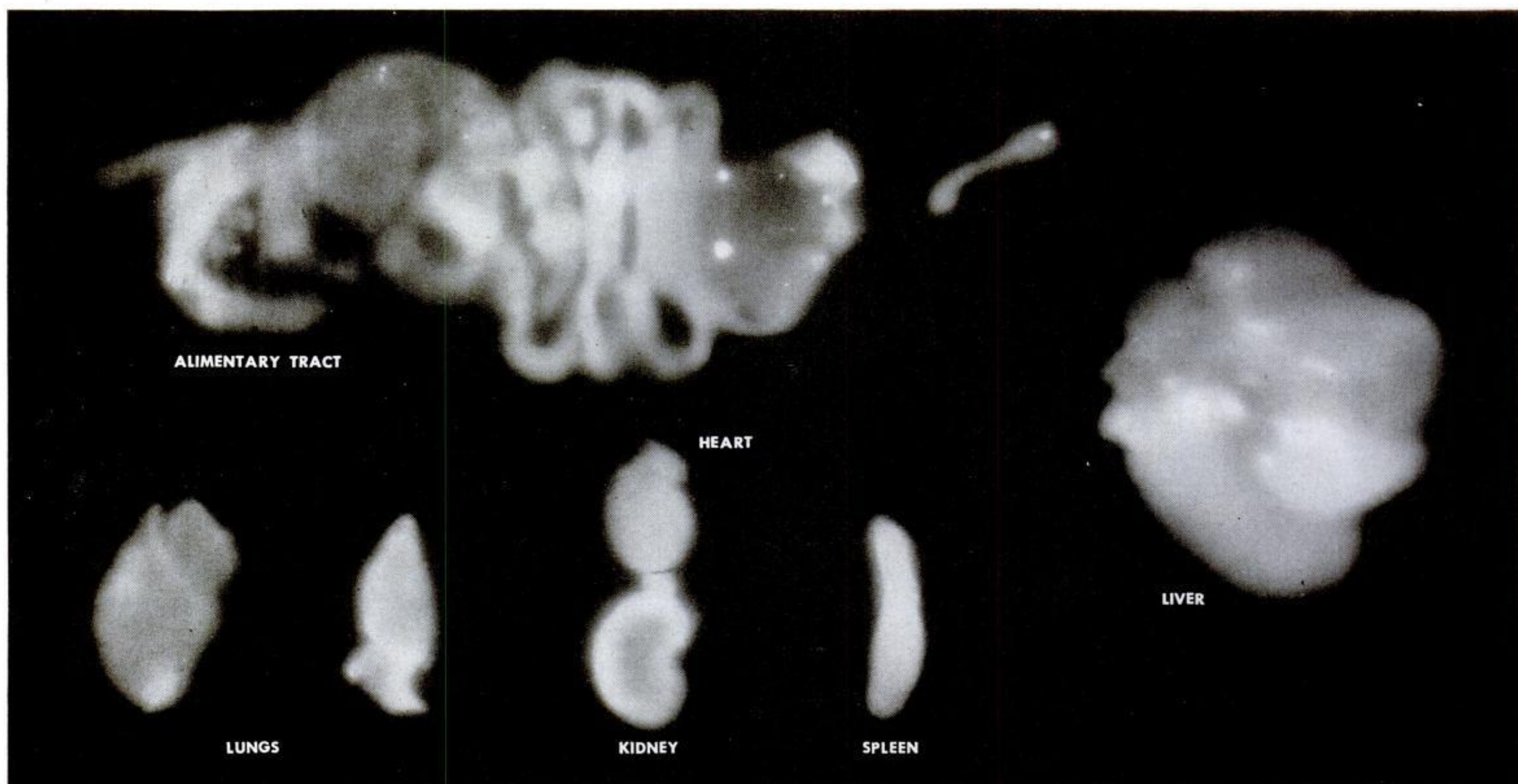
TRACERS

Research will get big supply of newest tool

Power is only half the future of atomic energy. The rest is an almost unlimited realm for the use of radioisotopes, the radioactive species of elements. A few radioisotopes occur in nature. Others can be made in infinitesimal quantities by great machines like the cyclotron. The atomic pile can conveniently make hundreds of them, some by the pound.

Radioisotopes hold their greatest promise in medicine and the study of life's chemistry. By fitting ra-

dioactive atoms into a compound, biochemists can trace their course through reactions. Shown here is a characteristic tracing experiment at the University of Rochester. A tiny amount of radioactive phosphorus, in phosphoric acid, is injected into a rat to determine how phosphorus compounds are taken apart and built up again in animals. By hundreds of such experiments scientists will learn more about the processes of life and thereby postpone death.



RAT'S ORGANS appear to glow in a photographic print made from a negative which has been exposed to them. Radioactivity of the phosphorus is recorded on the film like

light. Relative brightness of the various organs shows how much phosphorus they have taken up. Some organs such as the kidney ingest much more phosphorus than others.



RADIOACTIVE RAT makes image like a neon sign when print is made from a negative which has been exposed to its entire body. In four and a half hours radioactive

phosphorus has gone to nearly every part of the rat's anatomy, including vertebrae of its tail. Brain, which appears like a dark eye near top, has taken up no phosphorus at all.

CONTROL

The U.S. has proposed a plan

Atomic energy is a big business. How big is shown in the diagram at the right. The U.S. now uses two vast processes to make atomic explosives for atomic fuel, both of them scattered over a continent. One process makes the artificial element plutonium from natural uranium in four big industrial operations (*top arrow*). Along the way radioactive materials and power can be turned out as by-products. The other process laboriously increases the concentration of fissionable U-235 in natural uranium by three main stages (*bottom arrow*). Not shown is a third process involving thorium, which by adding U-235 can be used to make a third atomic fuel: U-233.

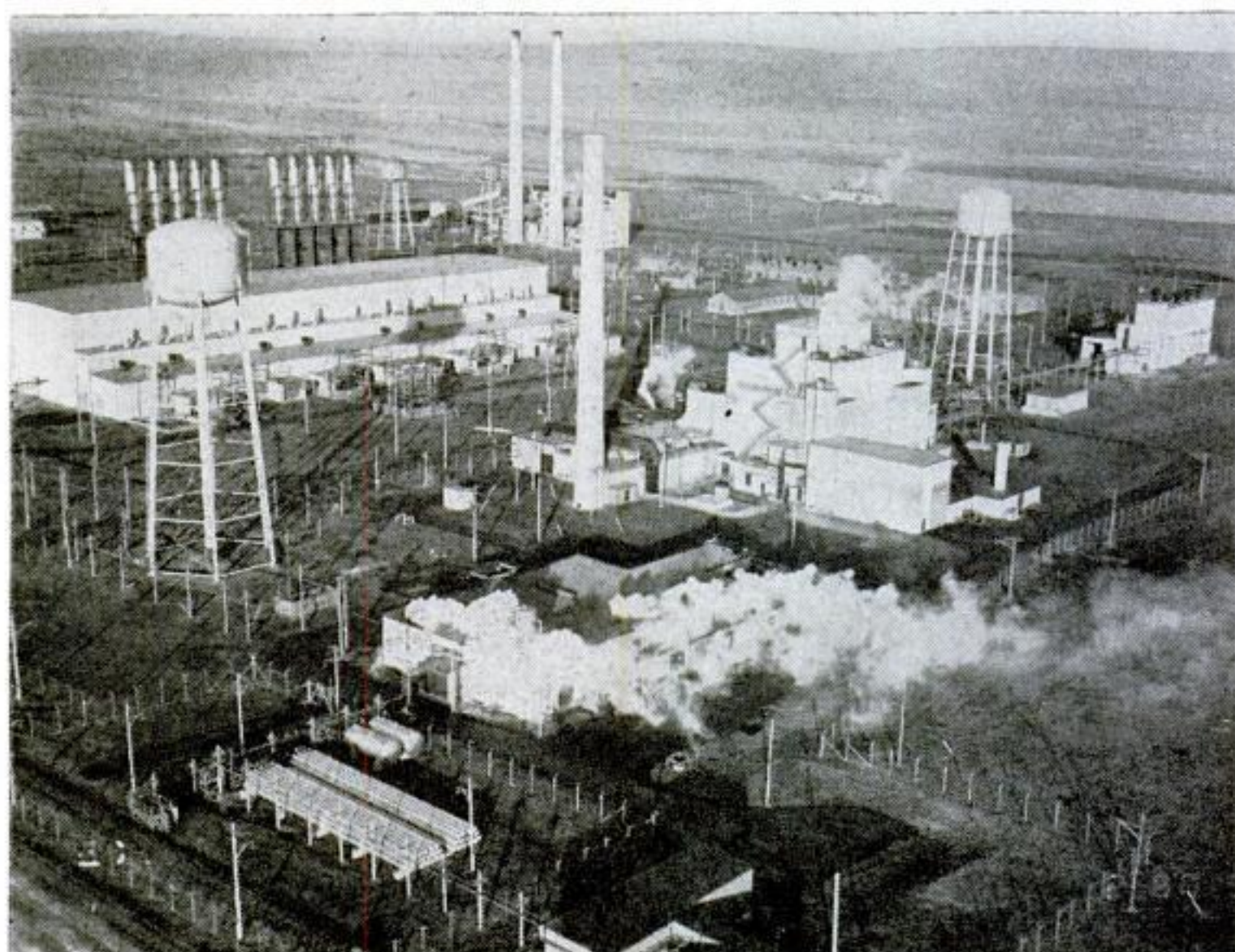
The very diversity of these operations vastly complicates the problem of preventing the manufacture of atomic bombs in a peaceful world. Every plant shown in the diagram is a potential menace to peace. Material from any of them can be used to make atomic bombs. The relative danger of diverting each of their products is shown by the thickness of the arrows which extend to the bomb symbol in the center of the diagram. But in spite of the multiplied menace of producing atomic energy the U.S. has proposed a plan which could keep it under control. It was first stated in the Acheson-Lilienthal *Report on the International Control of Atomic Energy* which was drawn up last March. A modification has been presented to the United Nations by Bernard M. Baruch.

The only way to control atomic energy, says the Lilienthal Report, is to put it completely in the hands of an international Atomic Development Authority. This ADA would set up plants and laboratories all over the world, operated by men of all countries. It would have two terrifying responsibilities: 1) to prevent the manufacture of atomic weapons and 2) to keep ahead of any single nation in atomic energy research and development. By the latter ADA could be assured that no nation would get a secret monopoly on a new method for the production of atomic weapons.

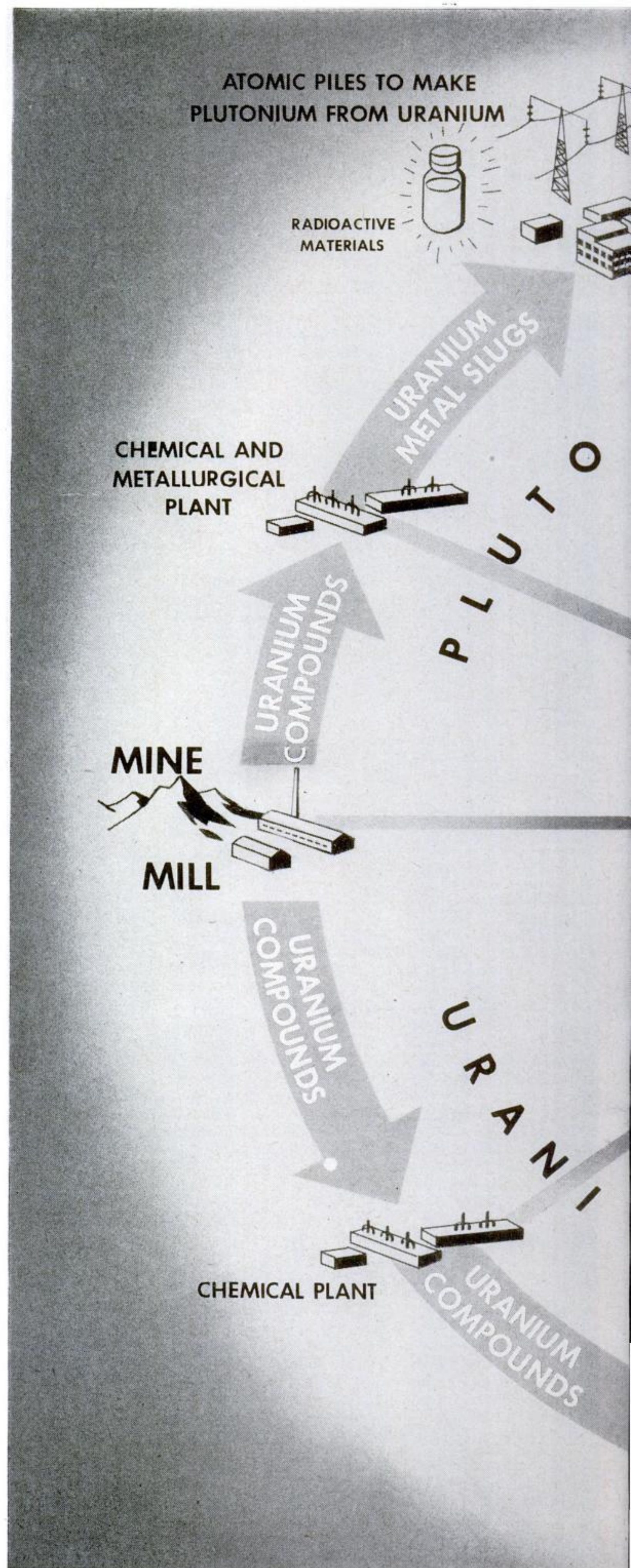
Why is ADA necessary? Says the Lilienthal Report: outside inspection won't work because the inspectors will not know what to look for. Inspection must come from the inside. The Report states: "... the controlling agency must itself be active in research and development, and well informed on what is an essentially living art ... for effective control, the controlling organization must be as well and as thoroughly informed about the operations as are the operators themselves."

The Report proposes that ADA directly control all "dangerous" activities in the production of atomic energy. These include uranium and thorium mines and any plants capable of turning out materials which might quickly be turned to the manufacture of bombs. "Safe" plants would be licensed by ADA. Because dangerous plants would be needed to make atomic fuel for the safe ones, ADA would always operate about half of the world atomic energy industry. National and private atomic energy plants would get "denatured" fuels which could not be made into bombs without a slow and detectable industrial effort.

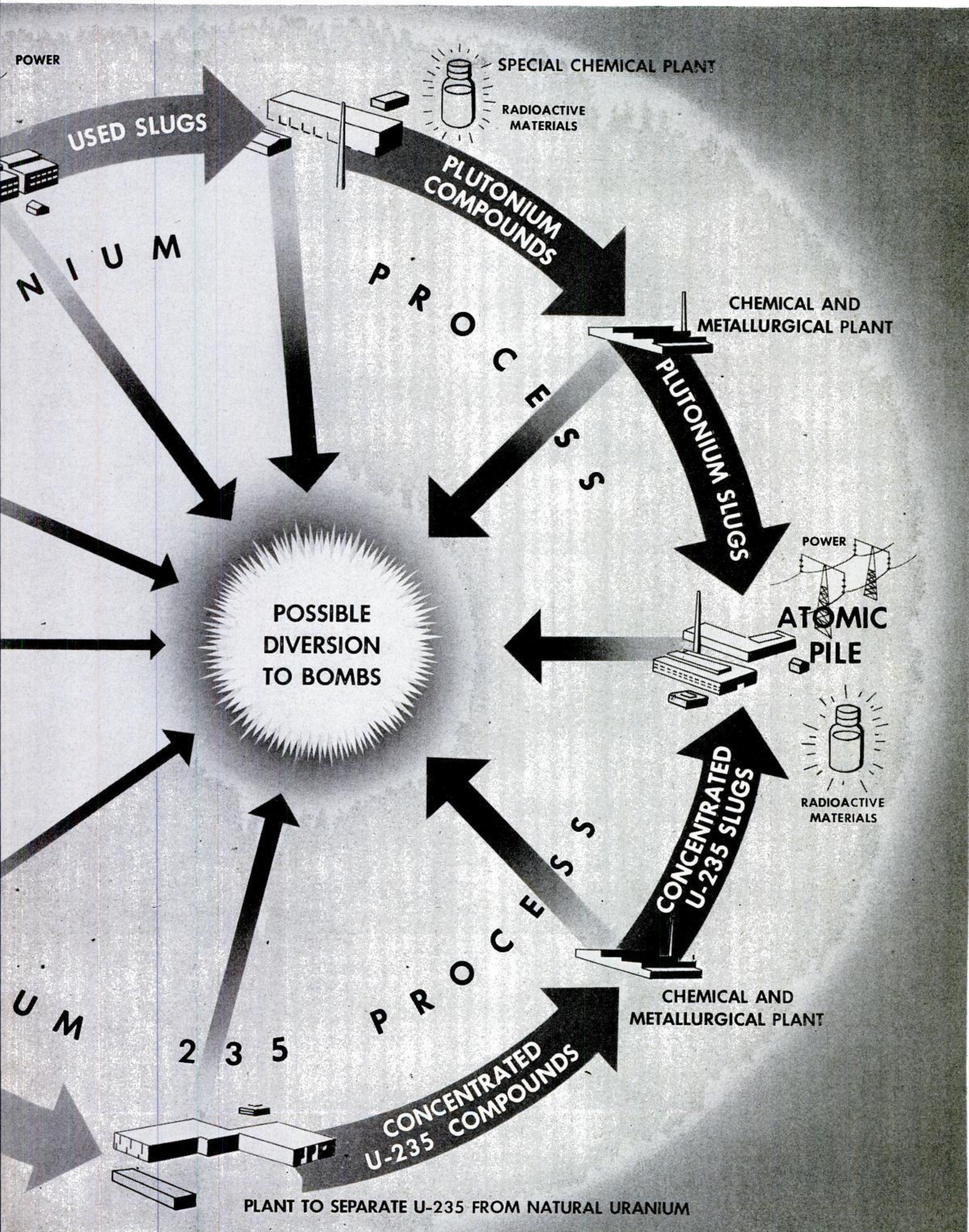
The Lilienthal Report admits that the people of the world may boggle at the prospect of an authority which will stand higher than any one government. It states: "It may seem too radical, too advanced, too much beyond human experience. All these terms apply with peculiar fitness to the atomic bomb."



HANFORD, which makes plutonium for atomic bombs, would be very little different if it made plutonium for peace purposes. Above are atomic pile and separation plants.



ATOMIC ENERGY PROCESSES now known begin with the mining of raw uranium (*left*). Shown above are the two processes now used by the U.S. to make plutonium (*top*



arrow) and concentrated U-235 (bottom arrow). Both make fuel which can be used in an atomic pile (right) to produce power and radioactive materials. The piles used in the

plutonium process (upper left) could also produce power and radioactive materials. Products of all plants in these processes may be diverted to the making of atomic bombs.

第一保衛隊司令部



General MacArthur and his aide emerge from Tokyo headquarters

A REPORT ON JAPAN

U.S. occupation under General Douglas MacArthur is a great success in which a precious historic opportunity is being wisely utilized

by NOEL F. BUSCH

TOKYO, JAPAN

Moshi, moshi, anonay,
Anonay, anonay!
Moshi, moshi! Anonay,
Ah, so deska!

THIS odd little verse can be sung to the tune of *London Bridge is Falling Down* and translated roughly as follows, "Hello, hello, are you there? Are you there, are you there! Hello, hello! Are you there? Ah, is that so!" Representing an American effort to reproduce the sound of Japanese telephone conversation or, indeed, a Japanese conversation of any sort, in which these phrases seem to recur with astonishing frequency, it was composed by a U.S. correspondent in the early days of the occupation. Tokyo Mose, the Army radio's successor to the infamous Tokyo Rose, put it on the air, Japanese stations copied it, and within a few weeks it was part of the standard repertoire of geisha girls and native crooners—for whose audiences, of course, even the tune was a novelty.

The popularity of *Moshi, Moshi* is now, mercifully, subsiding, but it supplies as good a clue as any to what is currently going on in Japan and what it all means. The friendly mystification suggested by the song expresses the attitude of U.S. forces toward the occupation. Its enthusiastic acceptance by the Japanese expresses their attitude. These two surprising but complementary states of mind in turn largely explain what is obviously one of the most important social, political, economic and military developments in the world's history, of which by no means the least impressive feature is that its real authors—i.e. the population of the U.S.—know so amazingly little about it.

One reason why the U.S. public knows so little about the occupation may be that, while scandal and failure make news, success only makes history; and the occupation is sensationally successful, measured by what was expected of it a year ago, by comparison with the occupation of Germany, or by any other reasonable standards.

The basic factor in the success of the U.S. occupation of Japan is, by definition, the character of the Japanese themselves. The Japanese admire victory in war above all else. They are a receptive race which has for centuries made a specialty of absorbing the accomplishments of other peoples. Even more precious to the Japanese than victory or imitation is "face," or self-esteem. When the Americans arrived, they obviously deserved admiration as victors. As foreigners they had a double claim to imitation. And finally the only way the Japanese could save any face at all in their predicament was not to admit, but to proclaim, that they had been beaten by superiors—which moreover left them a chance to save face completely by becoming

Noel F. Busch, one of LIFE'S senior writers, was sent to Japan to report on the occupation of that country by the American forces under General Douglas MacArthur. In this article he answers such questions as:

- ▶ Why the Japanese now love Americans
- ▶ Why it was wise to keep Hirohito
- ▶ Why Russia gets nowhere in Japan
- ▶ How the occupation really works
- ▶ What it means for the future

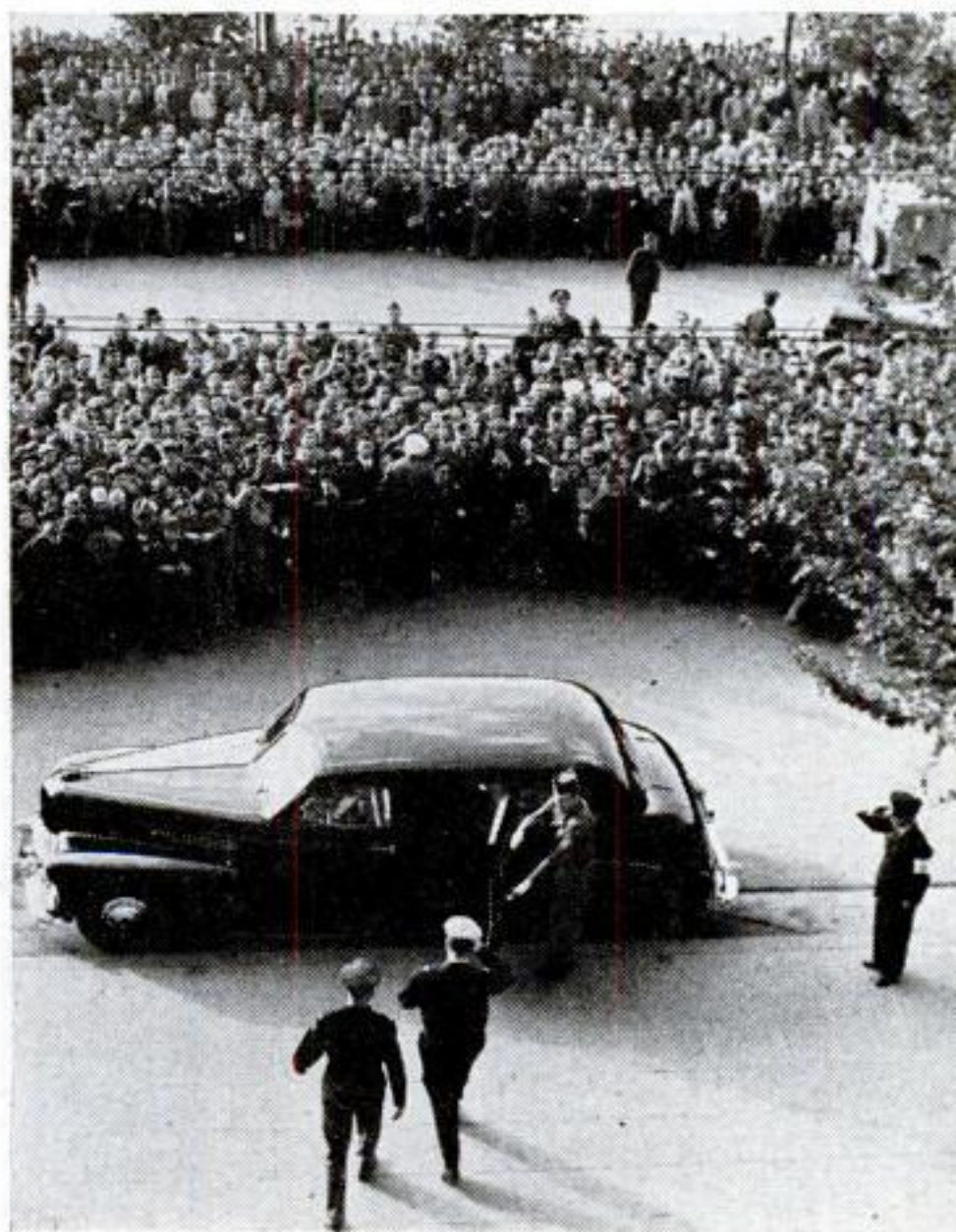
eventually more American than Americans themselves.

previously enabled them to produce a big-league industry 50 years after they learned that locomotives were not dragons.

Next to the character of the Japanese, the most important factor in the success of the occupation is General of the Army Douglas MacArthur, who has utilized the Japanese reaction to the utmost. MacArthur's exploitation started with his wholehearted concurrence in the Washington decision to let the Japanese keep their pathetic little emperor. Had MacArthur thrown the emperor out, he would not only have greatly diminished the enthusiasm of the Japanese for their conquerors but also would have taken on the job of governing a hostile nation, of which even the language is so unknown to us that not a thousand American interpreters excepting Nisei are at home in it. By keeping the emperor, MacArthur not only ensured the goodwill of

his subjects but acquired a ready-made machine for utilizing it—some 1,700,000 Japanese citizens in government employ. The net consequence is that he has been governing Japan with an administrative staff appropriate for a good-sized U.S. city, an economy of means unheard of for a potentially hostile population of approximately 73,000,000.

MacArthur's role in Japan is a dual one. As commander in chief of the armed forces in the Pacific, he heads all military and civilian personnel in the theater, including the 152,000 American and 38,000 British troops who together comprise the army of occupation. As the supreme commander for the Allied powers, he is responsible for carrying out the directives of the Far Eastern Commission in Washington. In practice the latter is the more important of his duties, for while on the one hand he can and does delegate authority for running the occupation army, the FEC can and does delegate to him much of the responsibility for formulating as well as executing policy. The headquarters of the Supreme Command for the Allied Powers, or SCAP as it is usually called, consists of 2,000 or so military and civilian personnel, largely housed in one fair-sized, air-conditioned Tokyo office building owned by an insurance com-



JAPANESE CROWDS wait outside headquarters to watch MacArthur, who has become their national hero.



QUONSET HUT COMMUNITY HOUSES U.S. SOLDIERS' DEPENDENTS



MP AND JAPANESE TRAFFIC COP COLLABORATE AT GINZA CROSSING

JAPAN CONTINUED

pany which still occupies the basement. To say that these individuals govern Japan is an understatement, for their duties and abilities run far beyond the normal meaning of this term. In addition to running Japan through its own emperor, cabinet and Diet, they are also reforming it; and in view of the willingness of the reformer and the means at their disposal, their accomplishment in this line is limited only by 1) their liaison with the Japanese and each other, 2) their own ability and 3) the hours in the day.

One reason why the whole story of the Japanese occupation has been neglected may be just because it is extremely hard to tell. Thus any effort to get at the truth of the matter should perhaps start with a simple description of what the whole thing looks like.

The visitor to occupied Japan arrives by plane or ship in Yokohama, a port city which is to Tokyo rather as Jersey City is to New York. He then proceeds to the capital either by electric train or by a bumpy, dusty, miserable highway of which the marginal weedy lots, dotted with wooden shacks or concrete ruins, denote severe bombing and improvised rebuilding. After 20 miles or so, solid buildings begin to be occasionally evident and the general appearance of the neighborhood suggests to the visitor, if he is accustomed to metropolitan America, that he must be on the outskirts of some large population center such as the north Bronx. His car then stops and he is made aware that he is in central Tokyo. It develops that most of the streets do not have names; that Japanese move about in chattering swarms and wear wooden-soled sandals, with heels at both ends; that it is extremely damp,

and that there is a smell of smoke and old fish. The visitor's first impression of Tokyo is a poor one.

The visitor is on official business or he would not be in Tokyo (unless, of course, he or she is what in the new lexicon of the occupation era is rather disparagingly called a "dependent"). Hence his first concern is to get a billet, *i.e.* room, either at the Imperial Hotel, if he happens to be a high-ranking officer, or else at one of several other hotels which are inferior even to this vastly overrated caravansary. He then proceeds to headquarters at the Dai Ichi Building, where he finds himself lost in an alphabetical maze in which words like "SCAP" "AFPAC" or "jeepu" are tossed about in a meaningful way by the denizens. It takes the stranger some time to get these sorted out. By the time he does so he has caught the flavor of life in Tokyo for its occupation personnel.

FRATERNIZATION DO'S AND DON'TS



NO

ROBERT GRAY of Los Angeles and Haruko Wakaru, Tokyo actress, show fraternization rules. Here he politely removes shoes before entering off-limits restaurant.



NO

HANDLE-BAR RIDING is infraction of rule which forbids encirclement with arms.



NO

GIVING RIDES in jeeps is definitely against the occupation regulations.



NO

GIVING AWAY CIGARETS is forbidden. This rule is broken very frequently.

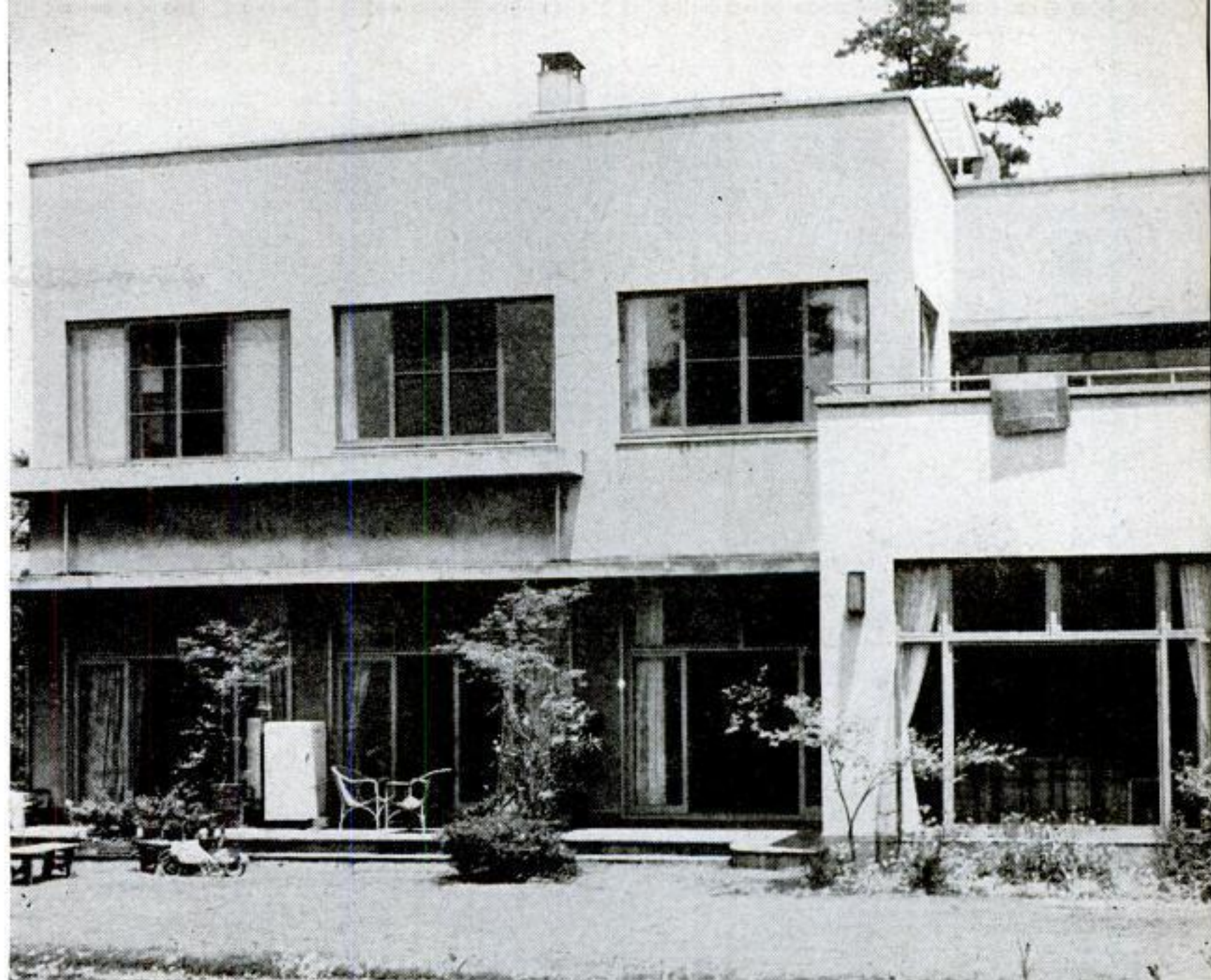


NO

PUBLIC KISSING is not allowed, nor are other displays of affection.



JAPANESE TRAINS HAVE SOME CARS RESERVED FOR AMERICANS ONLY



AMERICAN COLONELS GET COMFORTABLE REQUISITIONED HOUSES

This flavor is not that of cosmopolitan life in a great city, for the people he traffics with most are other Americans. It is not the life of a small town because among other things it lacks such conveniences as fresh food, good cars and fine roads. It has some of the elements of a camping trip incongruously conducted in urban surroundings, since almost everyone, military or civilian, wears old khaki pants and shirts. Even more it suggests some sort of nightmare business convention, held amid ruins, to which the entertainment chairman has missed the train and where attendance is permanent and obligatory.

The occupation is a Japanese room boy who, told to awaken his master at 8 o'clock, tiptoes into the room, writes on a piece of paper, "Sir, it is 8 o'clock, please wake up," puts the note on the bureau and tiptoes out again, without making a sound. It is a pair of crack Japanese golfers

on one of the few unrequisitioned courses, waving a slow GI foursome to go on ahead. It is the color and composition of canned beets, cole-slaw, stewed carrots and mayonnaise on an hors d'oeuvres plate, scrupulously arranged because the Japanese prize food for its appearance rather than its edibility. But by the time that he has discovered all this, the visitor has also learned that the scene of his discoveries, Tokyo, is by no means the whole of the occupation. Indeed, numerically speaking, Tokyo is not the occupation at all since SCAP is only occupation headquarters.

The U.S. Eighth Army, which holds all of Japan except the British zone of western Honshu and the island of Shikoku is stationed, mostly in small units, at widely scattered garrisons. It is run, from his Eighth Army headquarters in Yokohama, by Lieut. General Robert L. Eichelberger, who, like Lieut. General John R. Hodge, in com-

mand of occupation forces in Korea, has effective autonomy. The Eighth Army's main jobs are 1) to check up on Japanese efforts to obey SCAP directives and 2) to keep itself happy under the mildly trying conditions of a strange environment where the girls speak a strange language and fail to match domestic beauty standards. Despite the latter handicap, in view of the Japanese enthusiasm for their conquerors it is not surprising that "fraternization" seems an even more inappropriate euphemism for what goes on in Nippon than it is for similar activities elsewhere.

In this direction General Eichelberger has had the good sense to let nature take its course with the result that bad behavior has been minimized. What little comes to light is traceable not to the unruliness of the Japanese but to the U.S. eagerness to get its soldiers home as fast as possible. Combat veterans were charmed by the con-

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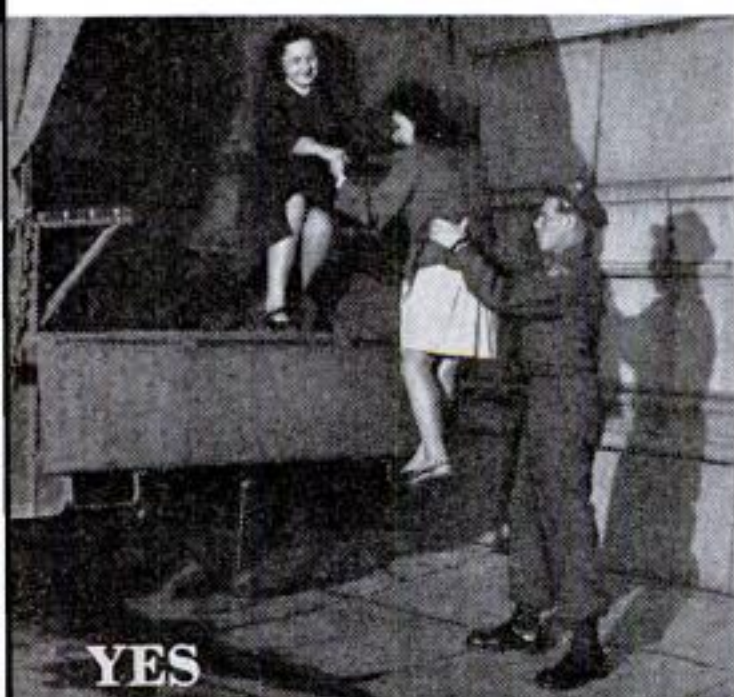
YES

DINING IN JAPANESE HOMES requires soldier to bring his own food.



YES

ROWING ON PONDS and lakes near Tokyo is popular and permissible pastime.



YES

GIRLS MAY RIDE in Army vehicles when they are on Red Cross tours.



YES

RIDING IN STREETCAR or bus is difficult, owing to the transport shortage.



YES

PUBLIC HANDHOLDING is allowed and often practiced. For this series of pictures, Gray and Miss Wakaru required special permit from Tokyo's provost marshal.



EMPEROR HIROHITO, with Empress Nagako, takes off his hat in response to cheers from crowd gathered outside the palace grounds to celebrate Japan's new democratic constitution.

JAPAN CONTINUED

trast between the behavior of the Japanese civilians at home and the Japanese soldiery they had encountered elsewhere. New arrivals from home, on the contrary, are often imbued with a fine martial frenzy against the Japanese as a race. This sometimes leads to a little unpleasantness until the nature of the situation soaks in and improves their manners.

Occupation duty has at least some aspects of a world tour, what with the numerous and splendid beer halls, theaters, rest areas and hotels for GIs as well as officers scattered all over the highly scenic Nippon landscape. Troops occupying Japan are suffering few hardships. In view of Japanese cooperation, their number is sufficient to do everything except call much attention to itself. In big cities the preponderance of occupation vehicles over, and their superiority to charcoal-burning trucks, oxcarts, two-wheeled barrows, bicycle-expresswagons and Tommy Tiddler's pony, which are now the common Japanese means of locomotion, give an exaggerated impression of ubiquity. Elsewhere, however, they are a much less noticeable feature of the scene. The Japanese countryside, a neat patchwork of little mountains and green, level valleys set out in rice or wheat, was untouched by the war; and many towns and villages or even whole districts have encountered no more spectacular evidence of the defeat than the occasional dust cloud raised by a passing jeep.

Since General MacArthur's supreme headquarters and General Eichelberger's army of occupation are the mind and body of the U. S. enterprise in Japan, it is perhaps odd that what little the U. S. public does hear about the matter often concerns two quite different and relatively insignificant appendages. One of these is the bimonthly meeting of the Allied Council for Japan, held in the board room of the Meiji Life Insurance Building down the street from the Dai Ichi; and the other is the war-crimes trial, which drones on interminably in the Japanese War Ministry Building on the outskirts of town.

Like the Nürnberg trials, the Tokyo trials get extensive coverage for a variety of reasons. All trials sound dramatic; they are easy to cover, and this one, though a shade less eye-catching than its counterpart in Germany, nonetheless has an impressive all-star cast in the criminals' dock. The fact is, however, that despite the able efforts of Chief Prosecutor Joseph B. Keenan, the event itself is lackluster; and if its purpose is to dramatize for the Japanese the error of their ways, it is not too soon to mark it as a partial failure.

Allied Council offers advice freely

THE Allied Council consists of one member each from the U. S., the British Commonwealth, Russia and China. Unlike the Far Eastern Commission in Washington, which is nominally the policy-making body for the occupation, it is an advisory institution. What gives its sittings a piquant flavor all their own is that they serve as a sounding board for the intense dissatisfaction of the only member who has any major criticisms to offer, namely Russia's resplendent and incorrigible Lieut. General Kuzma N. Derevyanko.

Allied Council meetings usually resolve themselves at once into an exchange of barbed amenities between General Derevyanko and MacArthur's less snappish but considerably more coherent ambassadorial representative, George Atcheson Jr. Sitting across the table from the latter, the general, who looks like an ex-halfback, wears crimson shoulder boards as big as shingles and sneers best while puffing a king-sized Russian cigaret, has accused his chosen adversary of everything from Fascism to dilettantism and brings a new grievance to every meeting. Mr. Atcheson, aware that General MacArthur has felt able to ignore the Council's findings as well as the meetings themselves since he addressed the first one last spring, usually replies that the general's views will prove very helpful and that he is most grateful to have had the chance to hear about them.

If the U.S. public remains indifferent to this somewhat muted clash, the Russian mission headed by General Derevyanko does not appear to do so, and his activities are by no means limited to his fortnightly *jeux d'esprit* with Mr. Atcheson. The average size of the other top missions to SCAP is under 100 and their total personnel put together falls short of the Russian one, which is around 300. One reason Russia needs so many people in its mission may be that the Russians require a double set of translators. Another reason may be that just as Japan is geographically handier to Russia, her traditional enemy, than she is to the U.S., so politically, socially and spiritually the Japanese people are perhaps even more amenable to communism than they are to democracy. Commu-

STORY [CONTINUED ON PAGE 110](#)



ON IMPERIAL PALACE PLAZA in Tokyo crowd of 75,000 enthusiastic Japanese gathered to cheer official promulgation of new national constitution on Nov. 3. Gate-

posts at plaza entrance are made of spliced evergreen boughs. Bridge in background leads to emperor's bombed-out palace. M.P.s helped Japanese police control crowd.



"Let's sit
this one out"

Says Virginia Dare

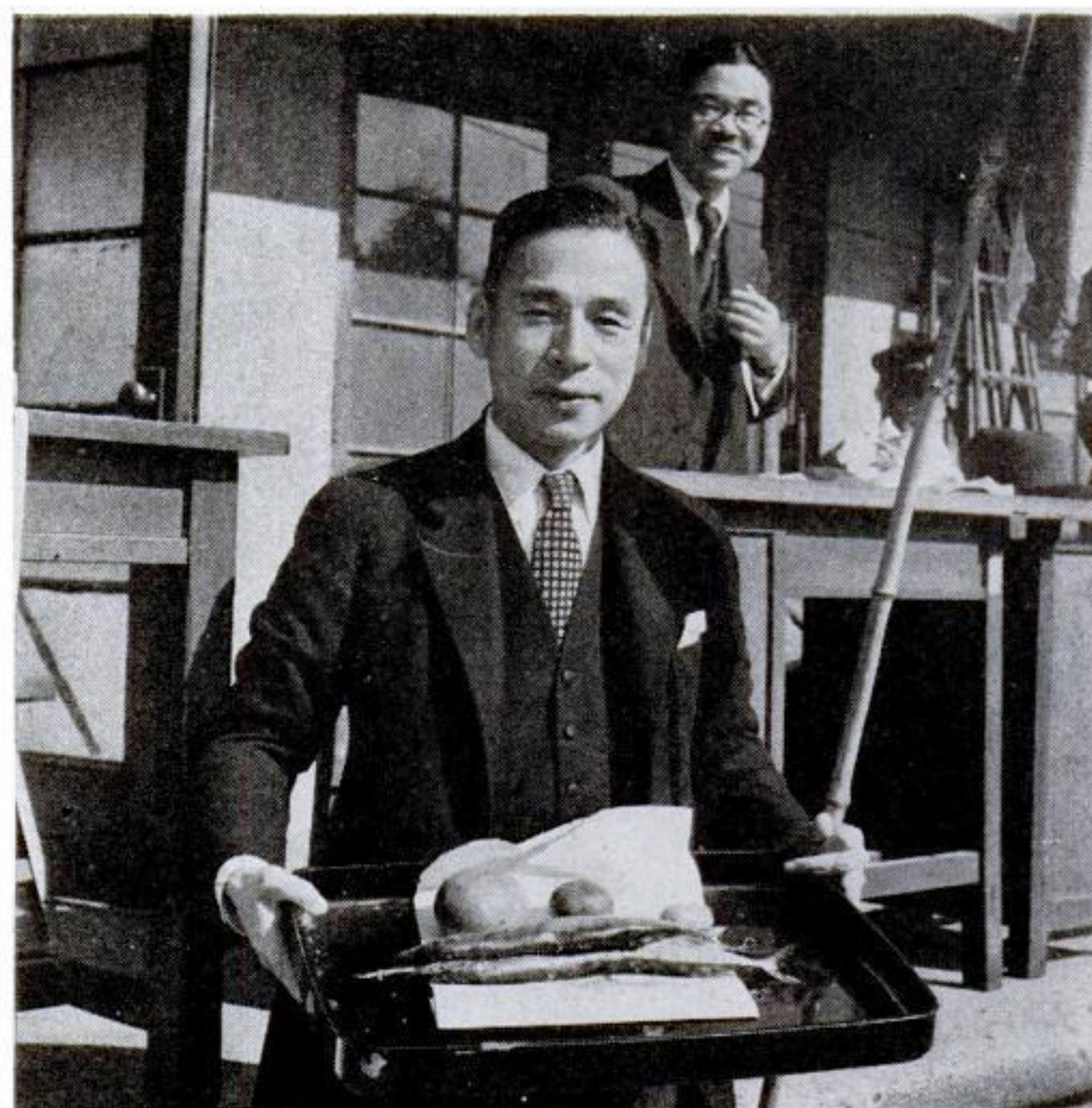


"While you enjoy the only wine
of its kind in the world"

Virginia Dare is as light as sherry, as vigorous as port, different than both, more refreshing than either. Its flavor is hearty but never heavy. The grapes used are pedigreed—cultivated especially for the only wine of its kind in the world. Virginia Dare is available in red or white wine. You'll want both when you see how little they cost. Garrett and Company, Inc., New York.

Say it again

VIRGINIA DARE
AMERICAN
RED OR WHITE
WINE



PRIZES for Constitution Day school race are three fish, assorted fruit and vegetables. Japanese appreciate food for its appearance more than its taste.

JAPAN CONTINUED

nism would fit the authoritarian family pattern of the nation perfectly and, given the chance and the inducement, the Japanese might take up imitating Russian Stalinism just as enthusiastically as they are now copying U.S. democracy.

The new Japanese constitution not only renounces war but also the maintenance of an army of any sort. In view of increasing tension between the U.S. and Russia, therefore, the Japanese have already started to wonder what to infer from this set of circumstances. One school of Japanese thought holds that the U.S. will feel obliged to occupy Japan more or less permanently, *i.e.*, until Russia mends its manners. Another school suggests that the U.S. will presently be forced not only to allow the Japanese to rearm but to insist upon it. Certainly very few Japanese believe that the U.S. will leave an island whose strategic importance in relation to Asia is at least comparable to England's in relation to Europe, utterly unable to defend itself against a next-door neighbor with an apparently insatiable appetite for expansion.

Russian propaganda in Japan, despite General Derevyanko's efforts, does not seem to be taking hold very fast as yet, partly because of the mystery of the Japanese Kwantung Army and partly because of the personal prestige of MacArthur himself. While the U. S. has now repatriated several million Japanese prisoners from China, Korea and the South Pacific, even the whereabouts of the 1,000,000 or so captured by the Russians in Manchuria remains unknown, and only the Russians know whether these prisoners are being used as slave labor on railroads and mines in Siberia or being groomed for later use as a fifth column. As to MacArthur, shortly after the occupation started many Japanese got the impression that he was a communist and wanted Japan to follow the communist line. This, however, was merely a characteristic Japanese over-response to his action in releasing Communist political prisoners from Tokyo jails. Later developments—including the squabbles in the Allied Council—have convinced the Japanese public that his gold braid was not really in hammer-and-sickle motif.

Occupation has grand-scale objectives

IN investigating MacArthur's activities as supreme commander for the Allied powers and considering the policy of his administration as opposed to its practicalities, one good thing to keep in mind is the occupation's basic purpose. Fully defined by the Potsdam declaration, this can be briefly stated as rendering Japan 1) unable and 2) unwilling to make war. To transform what used to be the most militaristic nation on earth into one which will be permanently peaceful takes a good deal more than the provision of the new Japanese Constitution renouncing arms as an instrument of policy. It means taking power away from those men who waged

CONTINUED ON PAGE 112

Magnificent hand-wrought iridium platinum bracelet watch, set with 208 round diamonds and 14 baguette diamonds \$8,550

Illustration considerably enlarged to show detail.

TIME...told in Beauty and Splendor by Harvel

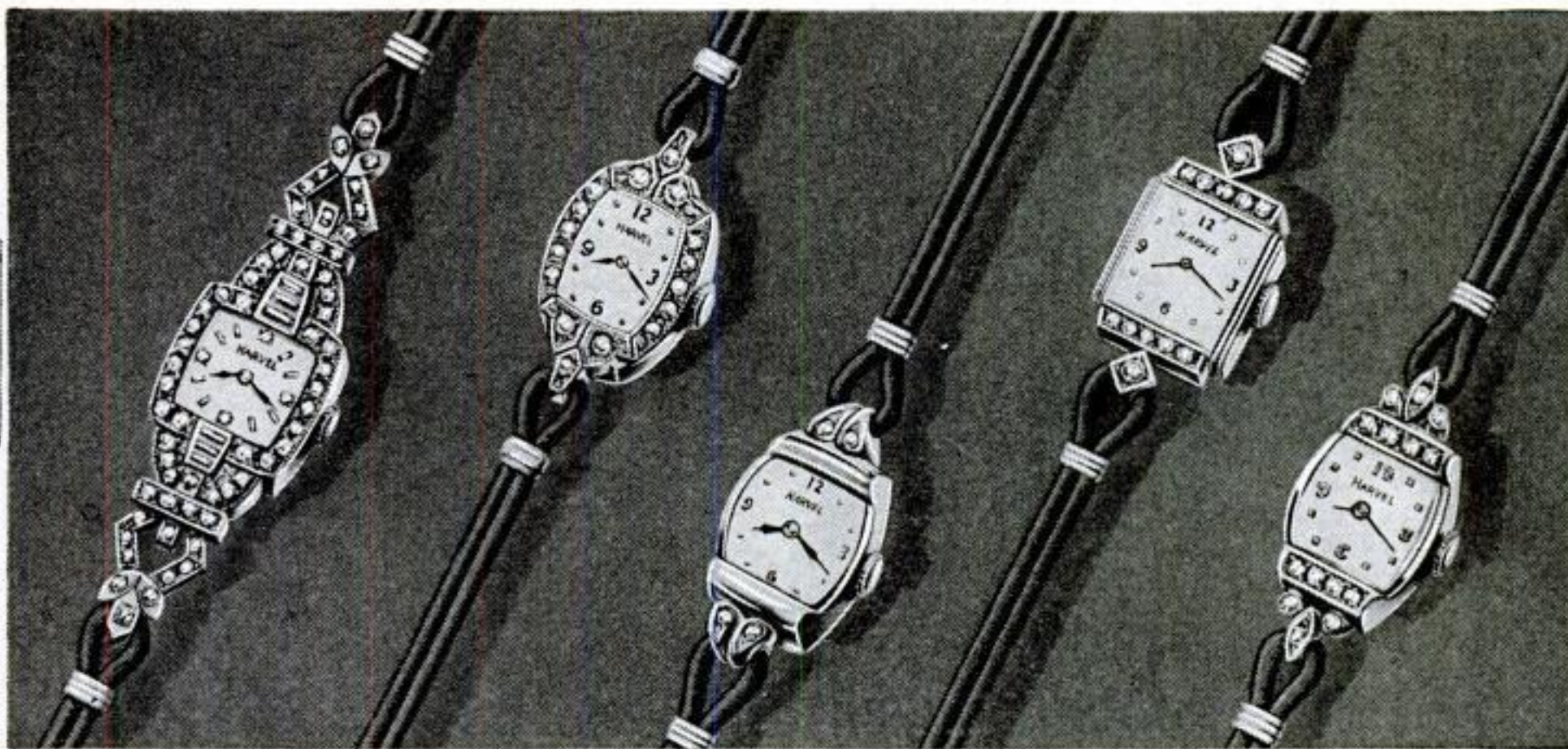
FOR HER—the gift of lasting enchantment—a precious diamond watch by HARVEL, each exclusive design a triumph of artistry, encasing a tiny timepiece of astounding precision. Proud and happy is the woman you honor with a beautiful diamond HARVEL . . . the watch she will treasure for life!

Time told in Handsome Gold

FOR HIM—The important gift of a luxurious HARVEL, built for precision performance, and styled for supreme masculine assurance and pride. 17 jewels, 14 kt. yellow gold case, raised figure dial. \$95

DIAMOND WATCHES FROM LEFT TO RIGHT
All 17 jewels with beautifully matched diamonds:

Iridium platinum, 60 diamonds, 6 baguettes . . .	\$2,200
Iridium platinum, 16 diamonds	\$545
14 kt. white or yellow gold, 4 diamonds	\$150
14 kt. white gold, 12 diamonds	\$280
14 kt. white gold, 14 diamonds	\$425



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Dries sticky perspiration—lubricates

• Letric Shave quickly evaporates sticky, shaver-clogging perspiration—overcomes friction between the face and shaver head. It makes shaving more comfortable for men with dry skin—helps save precious minutes.

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Letric Shave works equally well with any make of electric shaver. On sale at dealers everywhere—or send your name and address to The J. B. Williams Co., Dept. LE-11, Glastonbury, Conn., for free trial-size bottle. (Offer good in U.S.A. only.)



MAKES ELECTRIC SHAVING EASIER



OLD GREETING given by Japanese schoolchildren to their teachers every day was a deep bow, as re-enacted above. For the new method see below.

JAPAN CONTINUED

Japan's last war and keeping it away from those who might want to start the next one. It means so educating the Japanese that they will know enough about themselves and the world not to want to stick their heads in the buzz saw for a second time, like the stubborn Germans. Finally it means giving the nation an economy sound enough to sustain this program. MacArthur's machinery for accomplishing these ends is a comparatively new as well as a small organization. As late as the fall of 1944 the occupation of Japan did not amount to much more than a wrinkle in the brow of a Washington committee called SWNCC and composed of State, War and Navy Department appointees who were trying to work out some sort of formula for the project. Even when the surrender finally occurred, a good many junior as well as senior officers had to spend late nights in Manila drafting preliminary plans for handling the situation.

Thereafter the occupation's first problem was, of course, the purely military one of landing troops, getting them distributed around the country with the necessary supplies and starting the disarmament of the Japanese home army. It was only while this was going on and while General MacArthur was issuing the first sweeping directives on occupation policy that SCAP's Government, Civil Information and Education, and Economic and Scientific Sections began to function. Improvised around them, SCAP has since evolved into a unique institution which, operating either by suggestion or by edict, directly or through the Central Liaison Office of the Japanese government, nowadays enables MacArthur to run Japan as completely as, and in many ways more efficiently than, the government in Washington runs the U. S.

Policy for the occupation is officially laid down by the FEC in Washington, but the nature of the job is such that to a considerable degree executive function includes policy making. And just as the FEC gives MacArthur a fairly free hand in this direction, he delegates responsibility to the SCAP section chiefs. Hence, from

CONTINUED ON PAGE 115



NEW GREETING is a polite good morning, said without bowing. New textbooks prepared by Japanese authors omit Shinto teaching and phony history.



When warm, sunny days follow frosty nights, Vermont maple trees are quickly tapped—because the early sap makes the best syrup.

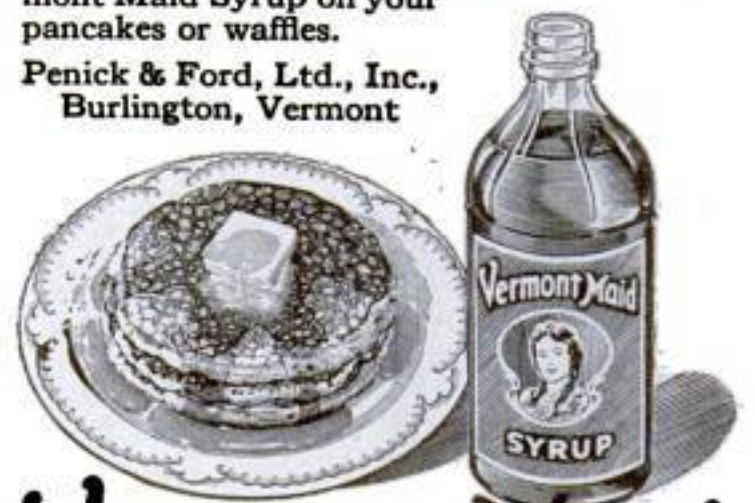
For those who love real maple sugar flavor

There's no more delightful treat than the flavor of real maple sugar. And you'll find that flavor in every bottle of our Vermont Maid Syrup.

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● This is a "Cinderella story" with three happy endings... and three Cinderellas.

Cinderella #1—the fashionable American woman—might have gone without her smart "patent leather" plastic shoes, belts, handbags... and other accessories...

The second "Cinderella" might have been an industry—faced with a shortage of plastics, and a shutdown...

The third and last involved certain molecules. From these—and ideas—Shell Research created Dutrex*... an unusual family of new materials.

And now, the three happy endings—all because Shell scientists made a remarkable discovery about petroleum molecules. Although skeptics scoffed, Shell found a way to use Dutrex as a "plasticizer" and "extender." With Dutrex, the

limited supply of plastics is extended... goes further... is more workable and usable. Factories which might have been idle are humming, stores are stocked with plastic fashion accessories—and Cinderella has new shoes...

Dutrex is versatile: it helps form a tough insulant wrapper for electrical wiring... makes watertight molding for automobile windows... goes into upholstery... raincoats... luggage... floor coverings...

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Increasingly, you will see around you materials made from the "Cinderella" molecules—another "first" for Shell Research.

Out of leadership in Research
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Just as Dutrex is a Shell Research "first"—revolutionary in plastics history—so Shell Research now brings you a new, finer gasoline for your car. Your motor will prove to you, with your first tankful, that the new Shell Gasoline is 4 ways better.



*Horizons widen
through
Shell Research*

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*Trade Mark Reg. U. S. Pat. Off.



Winning combination!

To millions in America, the color and spirit of these two great service teams combine to produce one of the football classics of the season. And the flavor and freshness of A&P Coffee combine to make it the largest-selling coffee in America.

A large measure of the glorious flavor of this superb-quality coffee is due to Custom Grinding. Yes, fresh bean coffee is ground just right for your coffeepot at the minute you buy. Get one of the three rich A&P blends today. Each is modestly priced . . . yet each boasts the winning combination of freshness and flavor.



*America's most popular coffee
— none finer in any package
at any price!*

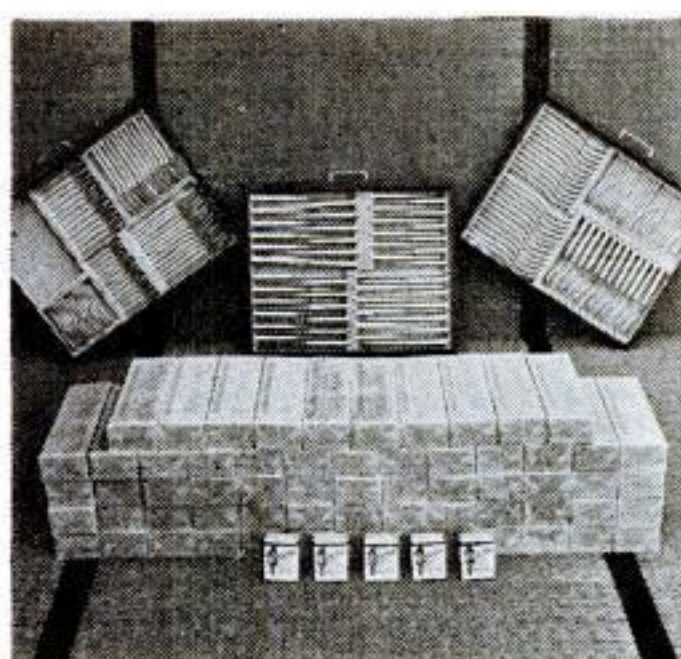
A&P COFFEE

AT ALL A&P FOOD STORES

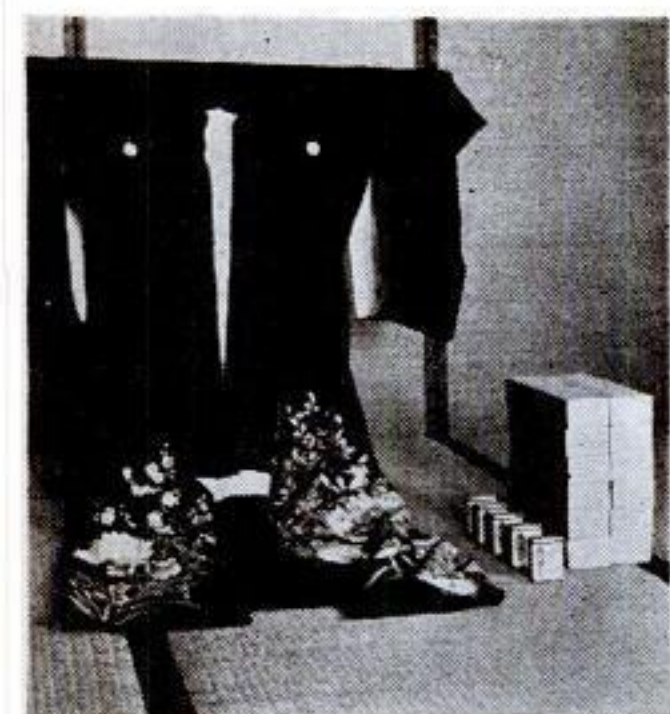




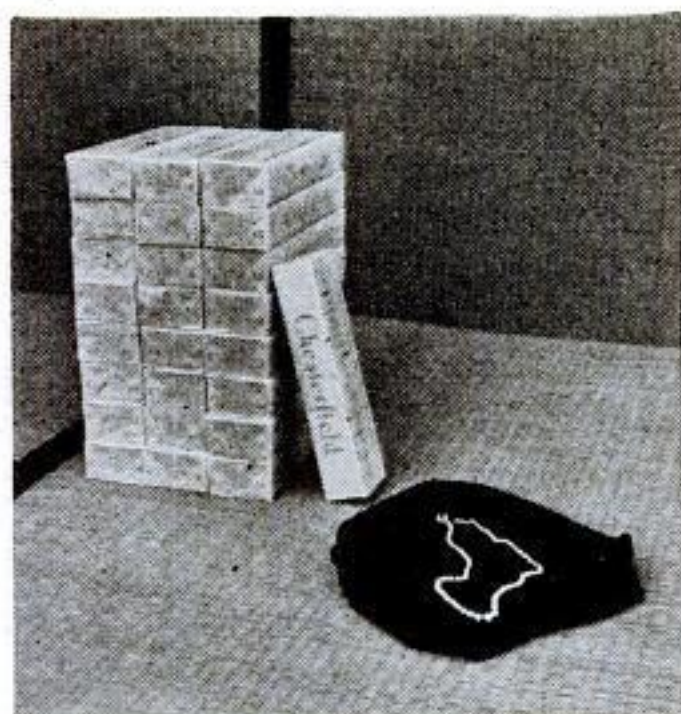
BARTER RATES: one Japanese golf ball equals four U.S. cigarettes.



SILVER SET worth \$1,200 in U.S. is bought for 62½ cartons of cigarettes.



FINE KIMONO would cost 12½ cartons of cigarettes, or 5,000 yen.



NECKLACE of good cultured pearls worth \$600 would cost 25 cartons.

JAPAN CONTINUED

their shabby little cubbyholes in the Dai Ichi Building, Radio Tokyo or one or two other chunks of requisitioned urban office space, they and their department heads can and do control huge slices of Japanese political, cultural or economic life with less commotion than might be expended on managing a cigar stand in the U.S.

Among SCAP's activities to date by far the best known have been those of its Government Section, headed by Brig. General Courtney Whitney, through which MacArthur has held a national election in which 14,000,000 Japanese women, newly equipped with the right of suffrage, voted for the first time; has deprived the emperor of whatever claim he had to divine origin, and given the nation a new constitution. These items by themselves would be quite a creditable year's work, but they represent only the show-window portion of the Government Section's activities. Even more significant for the future may be less sensational but more basic accomplishments like that, for example, of the section's prefectural government division which, run by a Major Cecil G. Tilton with the help of two assistants, has been effecting a complete renovation of local government throughout Japan.

Reforms extend to villages

GOVERNORS of Japan's 46 prefectures used to be appointed by the national government in Tokyo. Henceforth governors, as well as town and village mayors, who used to be approved by the governors and elected by local councils, will be elected by direct popular vote. Municipal and prefectural assemblies will be reformed and methods of electing their members improved. Net result of all this will be to take the whole provincial government out of the hands of the national government, which used to be able to control it by throwing a master switch in Tokyo, and put it in the hands of the people. Japanese political leaders in future should come up from the ranks of local politics and not from the elite of Tokyo's governing bureaucracy.

Major Tilton runs only one of the divisions in the Government Section. Others, supervising government powers, public administration, purges, and public opinion, have been and are busy with a series of alterations which, in view of Japanese enthusiasm for the changes, should add up to a reformation considerably more drastic than the Meiji restoration of 1867 which enabled Japan to emerge as a world power in the first place. But reforming the Japanese government is only the beginning of SCAP's program. Stabilizing the reforms entails educating the Japanese, especially young Japanese, to appreciate their new advantages so thoroughly that they will

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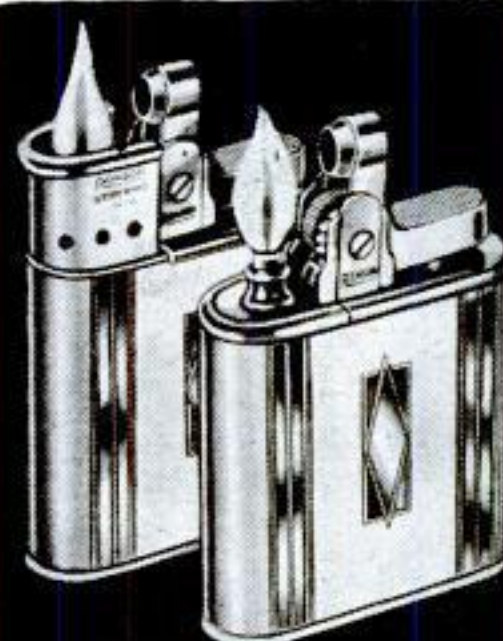


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No gift will be used more often through the years or give more faithful service than a superbly styled, precision made lighter by RONSON. Truly the incomparable present for cigarette, cigar or pipe smokers, and a constant reminder of your thoughtfulness. No time to lose in choosing from these and other handsome models for every taste and budget, from popularly priced lighters to luxury models in 14kt gold at \$200. Each features RONSON's unfailing patented action...

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RONSON "Whirlwind" with disappearing windshield.

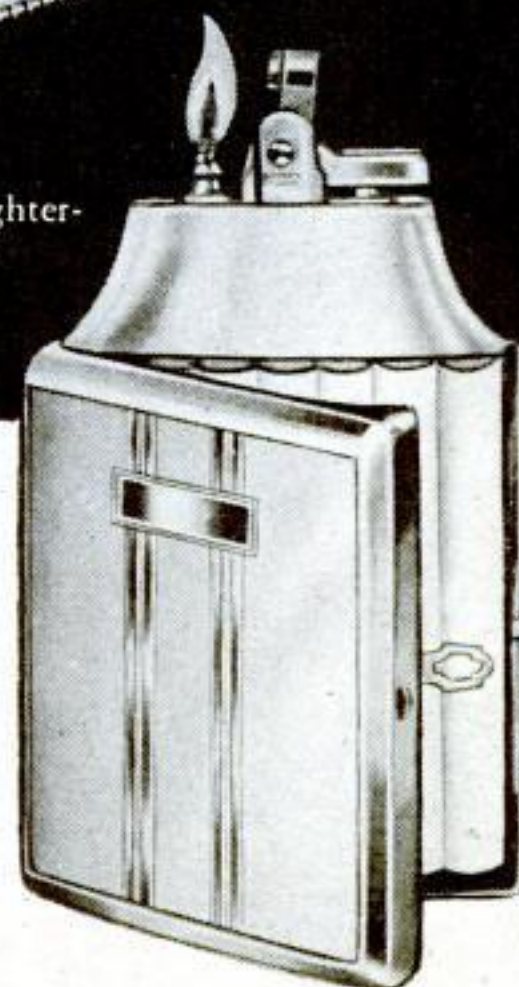


RONSON "Standard", for pocket and handbag.

RONSON "Crown Lighter and Cigarette Urn Tray Set" in radiant silver plate. "Crown" Lighter also available separately.



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CIVIL INFORMATION and Education Section of SCAP is headed by Lieut. Colonel Nugent (with pipe), who here meets with staff in Radio Tokyo Building.

JAPAN CONTINUED

never again respond to military propaganda. Hence, even more fundamental and far-reaching than the Government Section's job may be that assigned to SCAP's Civil Information and Education Section, now headed by a young lieutenant colonel of Marines named Donald Nugent.

CI&E's activities touch the delicate nerve center of the national culture and in them MacArthur's device of preserving the Japanese government structure serves a double purpose. It affords not only the economy of means which keynotes all his other operations but it also excuses SCAP from attempting a job which, by definition, can only be done by the Japanese themselves. Japan has 18,000,000 students, 500,000 teachers and 50,000 schools. CI&E's reform of this enormous organization is being conducted by Nugent with the assistance of some 30 U.S. educators (most of them highly competent but entirely unknown), or about half the staff which would be required for a mere school survey in one U.S. state. But the whole field of education is less than half of CI&E's total responsibility.

In addition to supervising the metamorphosis of Japanese teaching and its methods, CI&E functions as a sort of public-relations office for the outside world. Since the Japanese have heard little about this world for the past two decades and that little has been lies, they naturally need aid in interpreting it to themselves by means of the press, movies and radio.

Japanese get songs and soap opera

EVEN more enthusiastic than the cooperation of the newspapers—whose owners and reporters welcome their opportunity to tell the truth—has been the cooperation of radio and movies. Japanese radio used to be a monopoly, supported not by advertising but by the fees of some 5,000,000 set owners. Programs were 60% speeches, delivered in a flat monotone by politicians or announcers who had little incentive to be interesting. Now program directors come to CI&E's radio department for advice on how to use the medium along U.S. lines. Public opinion forums of the air, special programs for workmen audiences, straight entertainment and every other sort of novelty has been received by Japanese artists and audiences with almost alarming eagerness. Sixty percent of Jap programs now consist not of speeches but of popular music, both Japanese and American. More disturbing are the latest trends in Japanese microphone manners. These suggest that, along with the blessings of democracy, the Japanese are going to swallow the honey-voiced radio announcer without even those sensations of retching that so steadily accompany a quiet evening at the dials in the U.S. Soap opera has already started and may soon excel the U.S. model in imbecility.

SCAP's Government and CI&E Sections both will have noteworthy effects upon the life of the Japanese people; but what the life of the people itself actually is and will be, whether or not one believes in the economic interpretation of history, remains largely an economic problem. The 73,000,000 people of Japan have only

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PRESIDENT

CONTINUED ON PAGE 118



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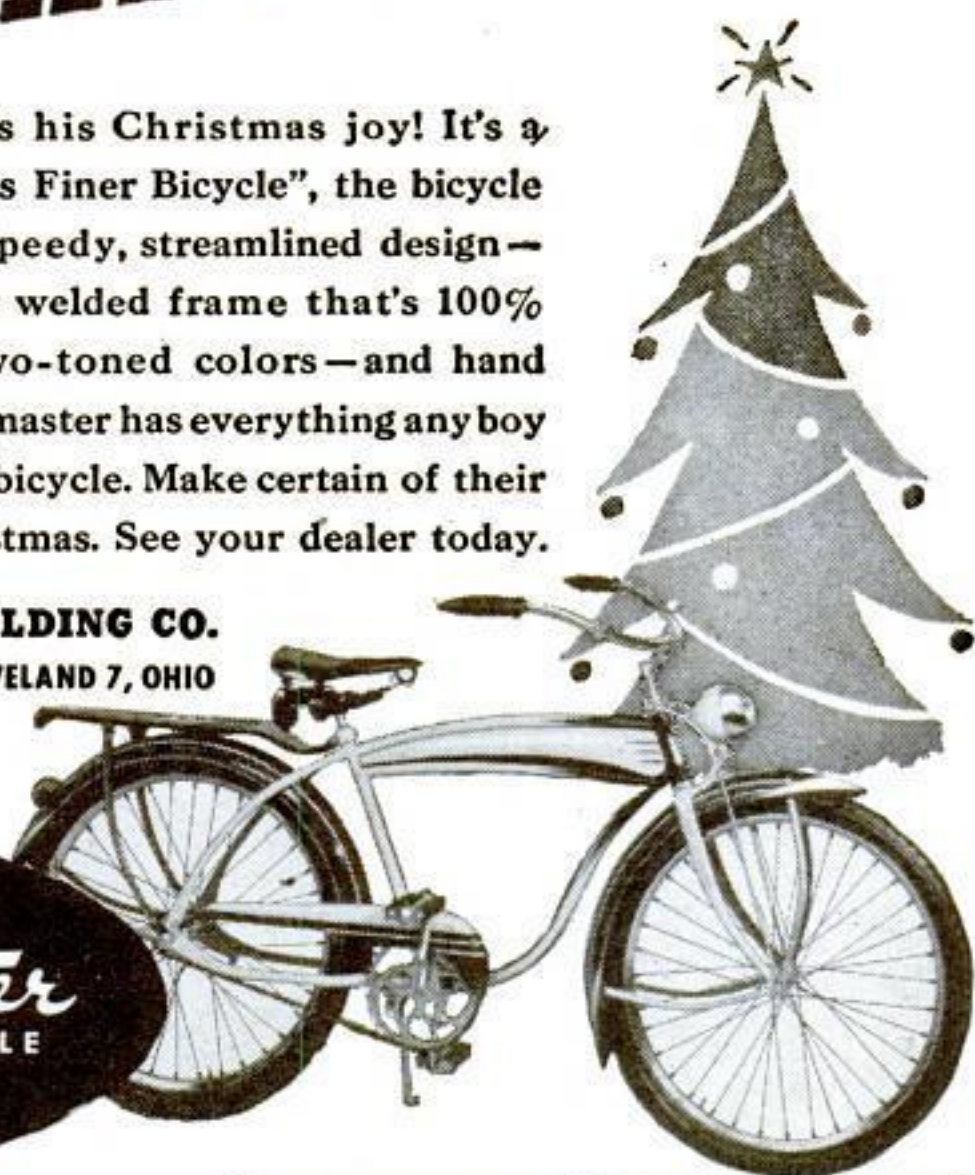
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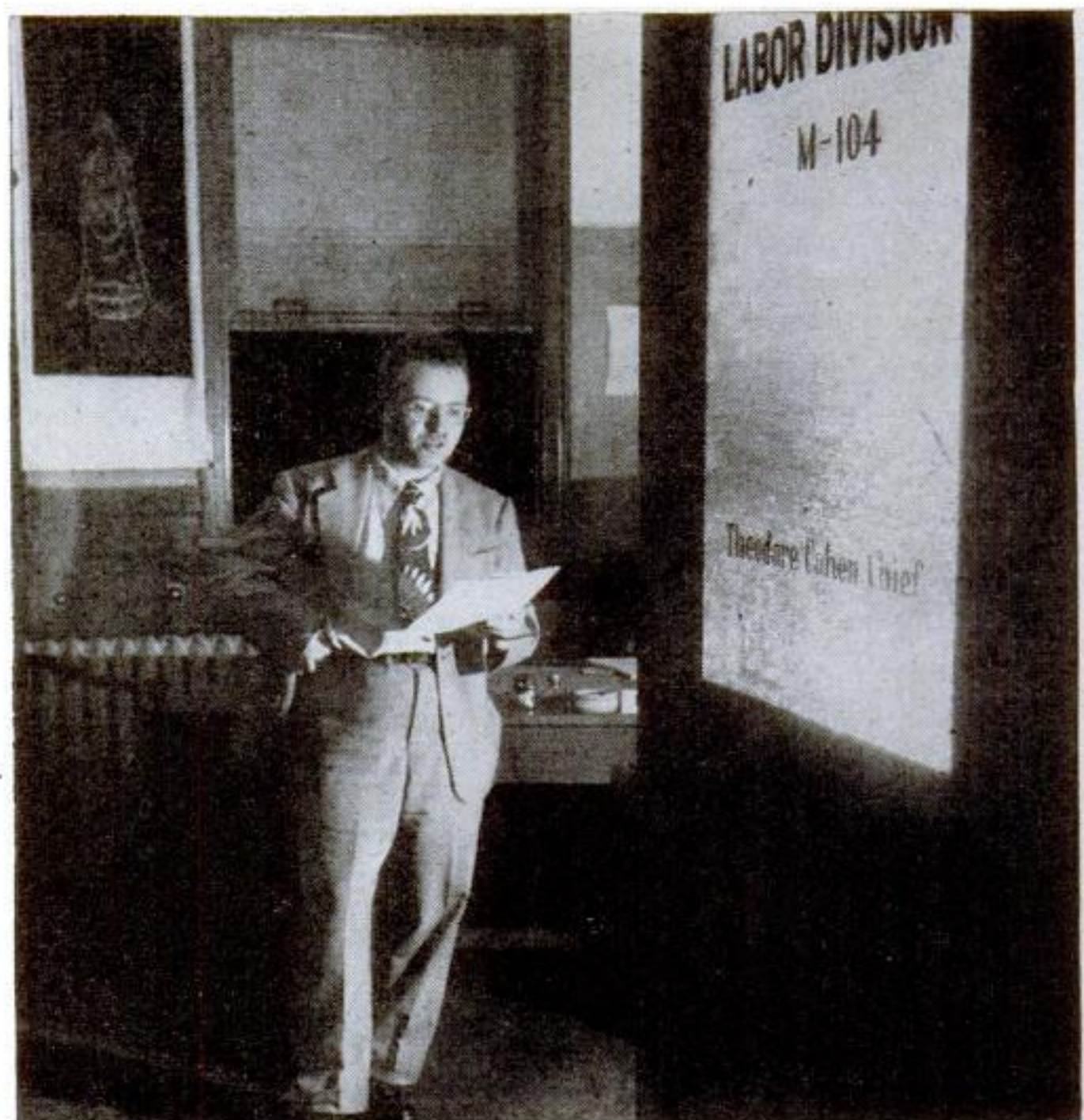
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The watch that surpasses the achievements of a hundred years of precision watchmaking . . . The Omega Chronometer. Produced slowly and in very limited numbers, every Omega Chronometer is accompanied by an official timing certificate attesting to the rating and performance of that particular watch in five different positions and under extreme conditions of heat and cold. The Omega Chronometer is for those men alone who are leaders of their time. 14 K Gold, 17 Jewels.

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LABOR DIVISION of SCAP is headed by an ex-history teacher named Theodore Cohen. Division chiefs are mostly civilians, get up to \$10,000 a year.

JAPAN CONTINUED

15,000,000 arable acres on which to support themselves and their increasing progeny. This is such a difficult feat that it is really no wonder some of them wanted to grab territory elsewhere. The job of SCAP's Economic and Scientific Section is to see to it that Japan's future economy is based not upon dreams of expansion but on domestic self-sufficiency, aided by pacific commerce; and that control of this economy is decentralized and put into the hands of those for whom domestic welfare provides adequate incentive, i.e. workers, small businessmen and farmers.

This splendid change implies the existence of some sort of workable economy. Hence, all the rest of the SCAP program, and even the capacity of the Japanese people to function at all, depends upon SCAP's ESS section, whose 20-odd subdivisions have a rickety little annex to the Dai Ichi Building all to themselves.

Zaibatsu trusts are liquidated

ESS is under the command of Brig. General William Marquat, an ex-antiaircraft officer whose duties are largely administrative. The best example of the power lodged in his subordinates and the way in which they wield it is possibly the destruction of Japan's 15-odd major Zaibatsu, or family corporations, which used to own or control two thirds of the nation's commerce, industry and banking. While, abstractly, it is no concern of the U.S. whether Japan has nepotistic trusts or monopolies, the occupation's purpose in pulverizing the Zaibatsu is obvious enough. Such combines are too big for their domestic breeches and prove too readily capable of cooperating to serve, or even manage, an expansionist government. A more diffuse industrial pattern, in which many smaller organizations will compete with each other for shares of a domestic market, will theoretically find its incentive in peace instead of war and at the same time be beyond the reach of a war-minded government clique if one were ever to develop.

In dealing with the Zaibatsu, the Anti-Trust and Cartels Division of ESS uses a U.S. trust-busting technique. Zaibatsu holding companies, subsidiary and interlocking family directorships are dissolved. The subject companies are broken up into independent concerns, most of them run by existing management, in which salaries with a few exceptions are limited to 3,000 yen (\$200) a month with a top of 65,000 yen a year. Stockholdings are converted into government bonds and then frozen for 10 years, to give the new managers time to get entrenched in their positions and resist any subsequent efforts of their former Zaibatsu overlords to buy their way back in. However, the extraordinary thing about the anti-trust division's accomplishments is not that its methods or its power to accomplish such feats are unique. It is, on the contrary, precisely that neither the methods nor the power

CONTINUED ON PAGE 121

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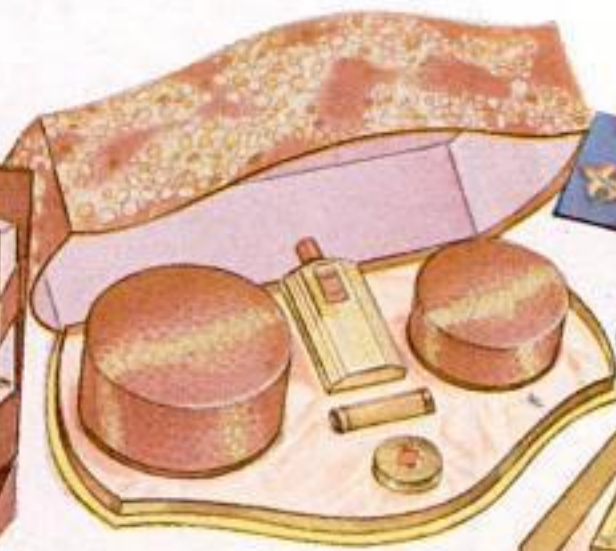
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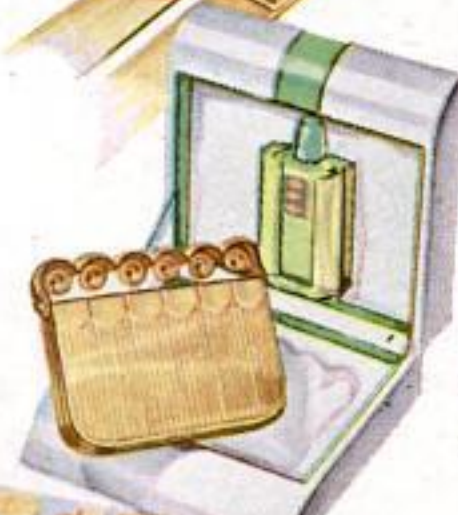
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"Problem people" on your gift list? Almost *everybody* welcomes wine . . . when the wine is of Cresta Blanca quality. Choose your types from the chart below: for an important business friend, perhaps Triple Cream California Sherry (the world produces none finer); or for a favorite cousin, ruby-red Cresta Blanca Port.



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DRY WATCH
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Dry—Pale amber, "nutty" taste



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Medium Dry—Golden, well-balanced

ALL-PURPOSE



PORT
Sweet—Ruby red, velvety



MUSCATEL
Extra Sweet—Amber, fine bouquet

TABLE WINES



SAUTERNE
Dry—Pale delicate.



HAUT SAUTERNE
Medium Sweet—Tangy, fruity flavor



CHATEAU SAUTERNE
Sweet—Golden, full-flavored



CHABLIS
Extra Dry—Pale, fragrant



RIESLING
Extra Dry—Pale, delicately tart

RED



BURGUNDY
Dry—Full-bodied, robust flavor



CLARET
Dry—Light-bodied, fresh bouquet

SPARKLING WINES



CHAMPAGNE
Extra Dry—Pale, superbly delicate



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Medium Dry—Fragrant, matchless flavor

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For smoother Manhattans



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JAPAN CONTINUED

are unique at all—which is one reason why the ability of SCAP's sections to remold Japan depends to such a considerable degree on their liaison with each other.

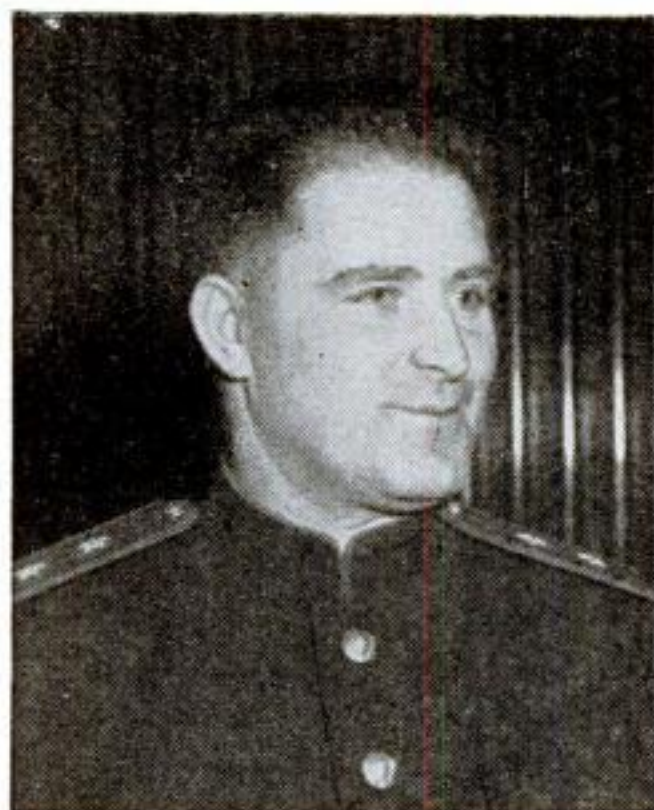
Before the war almost all of the 7,000,000 workmen in Japan belonged to a sort of nationalized company union patterned on the Nazi Labor Front. This was dissolved after the surrender. Since then some 3,000,000 workers have enrolled themselves in real unions which, albeit by means which would seem strange in the U.S., are now prepared to contend with their bosses who, in turn, are not the old-line monopolists but reconstructed entrepreneurs. The Japanese labor movement, providing evidence that the Japanese flare for imitation is so deeply ingrained as to be subconscious, is split up into a Japanese Federation of Labor, with 1,000,000 members, and a Congress of Industrial Unions, with 1,600,000, each running along lines more or less analogous to its U.S. counterpart.

The odd thing about the Japanese labor movement, however, is that its real boss is not the head of either organization but rather a young man named Theodore Cohen, who holds the post of chief of ESS's Labor Division. Japanese labor chiefs and the Japanese government may propose but Mr. Cohen, who used to teach history at City College where he took an A.B. in 1938, disposes. Combining in himself the powers of Lewis Schwellenbach, William Green and the NLRB, he functions with one assistant in a room just big enough to hold his own small person and a battered guest chair, which the bigwigs of Japanese industry often occupy while expressing sentiments of respectful concurrence.

Even with 1,700,000 Japanese bureaucrats to do their bidding, occupation forces of 200,000 to see that it is really done and all the goodwill in the world on both sides, it would be too much to

expect that the occupation authorities would find everything smooth sailing. And if SCAP itself gets a little mixed up at times about what it is trying to do, it would be unnatural for the Japanese not to get mixed up also.

In fact, this happens frequently. The presence of 39 women in Japan's new postwar Diet is largely attributable to the illusion of women voters that they were only allowed to vote for other women. Railroad strikers won a wage increase by providing better train service than the management, and one misguided factory boss refused to arbitrate lest he impair his workers' right to strike.



RUSSIAN GENERAL Kuzma Derevyanko heads outsized Soviet mission.

In Tokyo the traffic cops on the corners find that pedestrians often disregard their signals—unless an MP happens to be sharing the beat—as part of their new-found individual freedom. A Japanese streetwalker shocked a policeman who tried to arrest her by explaining that, as a free voting citizen, she had the right to choose her own career without advice from anyone. "Democracy has made things hard for us," the policeman said, and let the lady go.

Events like these, however, are mere trivia, and Japan's most serious current difficulties are due not to democratization but simply to defeat. Along with billions of dollars worth of industrial plant, Japan lost the empire which had previously supplied its raw materials and the war industry which had been the backbone of its national economy. The combination of these deficiencies with hasty demobilization is unemployment, presently estimated at 5,000,000. Closing of plants earmarked for reparations and slowing-down of others whose disposition is uncertain may enlarge this total to 12,000,000, or one sixth of the national population. With reconversion in full swing but little to reconvert to, there is no doubt that Japan's working classes are in poor shape, with few prospects of improvement.

With prices 40 times the prewar standard, crime, in a country where even petty theft was once almost unknown, now flourishes, accompanied by a lively rise in black market, racketeering and unlicensed prostitution. Junior Zaibatsu in such fields of endeavor now enjoy a field day.

Among signs of the times for the Japanese, as sharply distinguished from the occupation forces, are thousands of half-naked, verminous humans of all ages, sleeping in swarms on the stone floors of Tokyo's unheated railway stations; the sidewalks along the Ginza, where a pair of shoes costs \$60, and a newspaper saleswoman



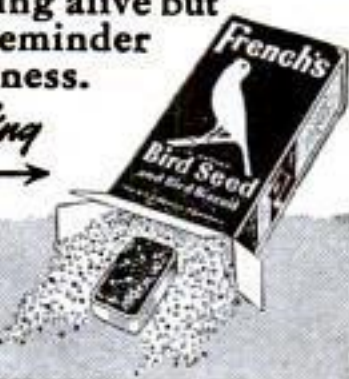
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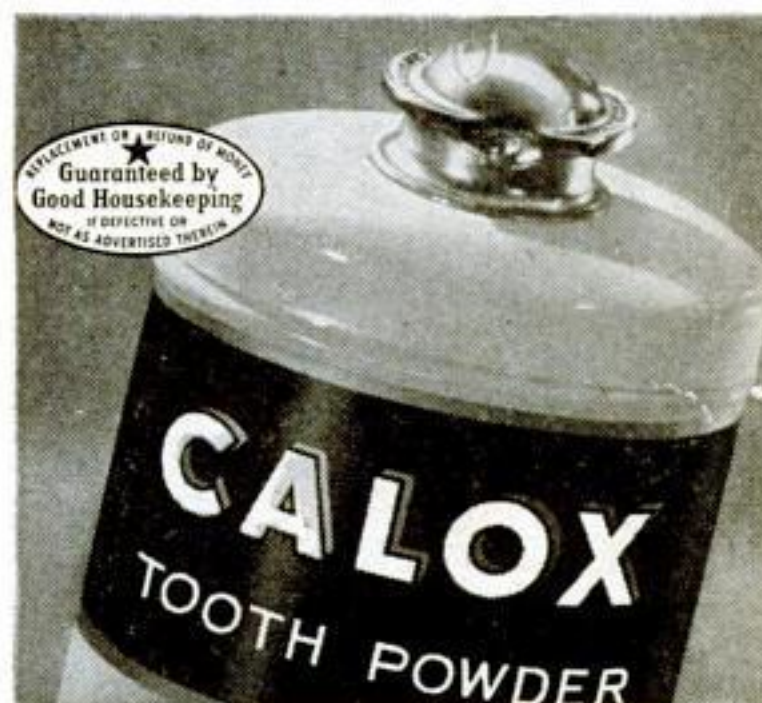
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JAPAN CONTINUED

with her wares spread over her small sleeping son to keep him warm on the pavement in the autumn night. Attentive Japanese insect fanciers long ago learned that their crickets are much more eloquent than Occidental katydids. In the October evenings they sing, "*Katasase, susosase samusaga kuruzo*," meaning, "Sew your sleeves, sew your skirts, for the winter is coming." This autumn the crickets' song seems specially appropriate.

As the memory of the war recedes into the past, the Japanese may forget that it was basically responsible for their troubles, but there is no sign that they have done so yet. On the contrary, just as they blame their own ex-leaders for getting them involved in hostilities, they credit MacArthur for ending them. And far from holding him responsible for their present difficulties, they depend on him to rescue them; nor have their hopes been disappointed. SCAP's most noteworthy single contribution so far has been half a million tons of flour. Accustomed to white polished rice, the Japanese find their new diet much less palatable than nourishing but, unlike the Yugoslavs, they can remember where it came from. To combat unemployment SCAP is collaborating with the Japanese government in working out a sort of PWA which will presently initiate a nationwide program of public works. Most of the works will be land reclamation and road building, which will not only provide 1,500,000 jobs in themselves but new jobs later on, in farms and transport.

Japanese enthusiasm for and dependence upon the occupation is not of course unanimous. Japanese farmers, for instance, suffered so little from the war and have seen so little of the occupation that they may even misdirect their thanks for its agrarian reforms. Even in cities a small measure of actual hostility to the occupation still exists, especially among ex-soldiers—less for ideological or practical reasons than for emotional ones. Naturally Zaibatsu chiefs, purged politicians and the like would prefer the old days. Nonetheless, enthusiasm is so widespread and so intense, especially among informed and influential circles, that it may even contain a paradoxical element of danger.

MacArthur's government is autocratic

MILITARY government of any sort, even when conducted as tactfully as MacArthur's, is by definition autocratic. To those who still honor the debased currency of prewar clichés, it may even seem "fascistic." SCAP's benevolent program in Japan may be to decentralize and democratize government, economy and culture, but it tries to achieve this splendid end by means which are nothing if not centralized and authoritarian. Acquainted with democracy only as represented by a high-powered military headquarters in Tokyo's Dai Ichi Building, the Japanese may have absorbed a slightly erroneous notion of its methods and also have overvalued them. Since SCAP is the keystone in the arch of Japanese democracy, it would not even be surprising if the Japanese were reluctant to remove it or if, after it were removed, they endeavored to replace it with a synthetic keystone of their own. In this case all SCAP's efforts would have been not merely wasted but profoundly detrimental, for they would not only have failed to give the Japanese democracy but have led them to believe that they were getting this while giving them the opposite.

Since SCAP is fortunately awake to this danger, it has taken steps to guard against it. These consist of relaxing its controls by imperceptible degrees so that, when they are eventually removed altogether, the change will be relatively painless. Just as the disarming of the Japanese was the first stage in the occupation and the setting-up of a democratic framework the second, this gradual relinquishment of control will be the third and final stage. Just starting now, it is likely to last for some years. The best guarantee of its eventual success is that responsibility for it rests with General Douglas MacArthur, for whose abilities it will provide a final and climactic test.

MacArthur's ability to wind up his occupation successfully is at least suggested by the way he started it, just as this in turn was predictable upon the basis of his previous career. In its sudden global eminence, the U.S. is often embarrassed by dignitaries who can be relied upon to make fools of themselves by their display of ignorance on the simplest points. Hence it seems doubly providential that, since the country in which the U.S. has its major postwar stake is in many ways the most mysterious on earth, the U.S. should have found ready to hand, as occupation leader, a general whose training was so well calculated to make him an expert on this abstruse subject. MacArthur's conduct of the occupation may be debatable, but it is at least obvious that his qualifications for the job were so complete that if the U.S. had not fought Japan and in-

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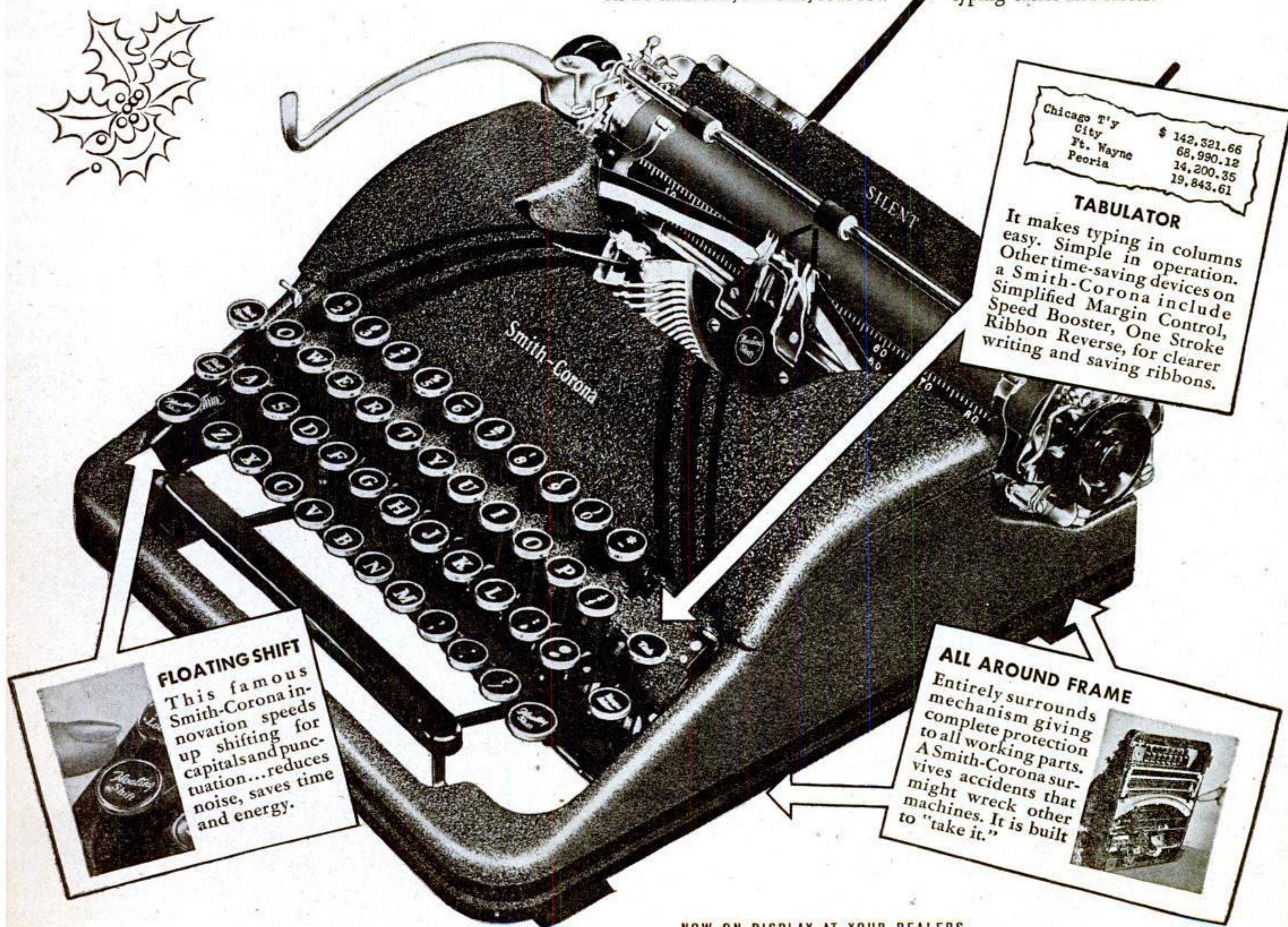
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We strongly recommend this exciting, quick action, fast playing, new game. It is excellent. Rich Uncle Pennybags who owns most of the town and the "Daily Bugle" plays a startling and most novel part in this unusual game. Price \$3.00



MAKE-A-MILLION

A sensational Card Game. The Object is to Capture Count Cards totalling a Million. Havoc is raised by the adroit use of the Exciting Bull and Bear cards. You will like it. Price 75 cents



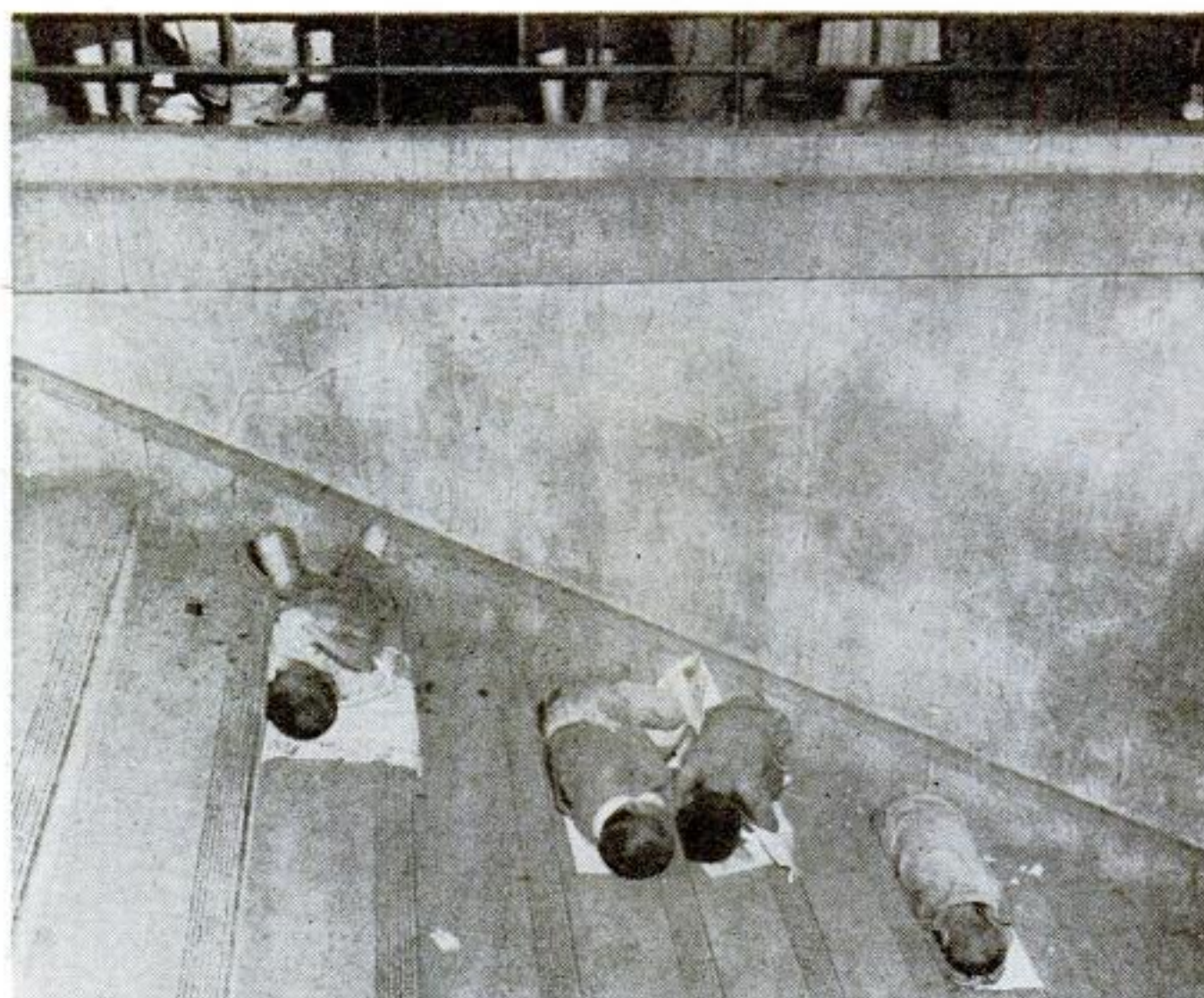
MONOPOLY

Most popular of the world's great standard games. Best seller of "best sellers." Sets at \$2 and upwards.

CAMELOT—Best modern board game of skill. Gray-box set \$1.50. Pictorial board set \$2; with ivoryoid men \$5 and \$7.50
ROOK—America's widely loved card game. .75
CHILDREN'S HOUR (NEW)—Box contains three jolly, fun-making games. \$2.00
FINANCE—Fast action trading game. \$1.50
PIGSKIN—Captain Tom Hamilton's own game. Football at its best. \$3.50
DIG—Letter game played with "magic picks." \$1.50
FLINCH—Popular everywhere. 150 cards. \$1.00
SORRY—A great board game. Surprise moves and unusual action. \$2.00

PARKER BROTHERS INC.
 SALEM, MASSACHUSETTS

NEW YORK * CHICAGO * LONDON



HOMELESS JAPANESE URCHINS sleep in Tokyo railroad stations. Stations are damp, unheated and, in contrast to Japanese homes, extremely dirty.

JAPAN CONTINUED

stalled him as its occupation leader, his previous career would have lacked its logical fulfillment.

MacArthur's first specific acquaintance with the Japanese was, it is true, delayed until 1905 when he accompanied his father, an ex-military governor of the Philippines, as an observer to the Russo-Japanese War. Thereafter, however, it continued intermittently until, in the especially created post of Marshal of the Philippine Army, providence really began cramming him for his present post in earnest. Geographically, economically and racially the Philippines supply the world's best working model for Japan, and this job gave MacArthur a unique opportunity to study the Philippine occupation from both sides.

MacArthur could be elected shogun

MACARTHUR'S conduct of the Pacific war made him by the time it ended not only the only U.S. general whom the Japanese knew by name but also one whom they knew so well that they were quite ready to advance him a large share of the reverence ordinarily reserved for their own emperor. However Americans may feel on this subject, the Japanese are unanimous about MacArthur. The general might have a hard time being elected president of the U.S., even if he wanted the job, but he could become shogun tomorrow if the office were elective and he ran for it.

In prewar Manila, MacArthur lived in an elaborate penthouse on top of the Manila Hotel. Like his job, his present mode of life in Tokyo is more or less an extension of the Philippine model. In Tokyo he and Mrs. MacArthur occupy the American Embassy, a pseudo-Colonial edifice which, almost alone in its district on the outskirts of town, escaped bombs and conflagration. One of the hardships of life for the resident personnel in an occupation capital is the constant swarms of V.I.P.s sent out, whether to become authorities on the local scene in a fortnight or, even worse, to counsel the real authorities already on the spot. MacArthur devotes only the requisite quota of his time to entertaining such visitors at Embassy lunches and dinners, but when the V.I.P.s are really engaged in important researches, the general goes to great pains to furnish them with a condensed and realistic summary of conditions. How effective he can be in this direction was shown last September by the statement of one of the members of the House Military Affairs Committee who, after briefing by MacArthur and some members of his staff at the start of their visit in Tokyo, advised against giving Russia even "an index to the atomic bomb."

Of the top generals who were on MacArthur's staff through the war several, including Sutherland, his chief of staff, and Bonner Fellers, the general secretary to the Allied Council, have recently gone home as part of the general thinning-out of personnel throughout the theater. Most of those who remain, like Generals Marquat, Whitney and Charles Willoughby, his intelligence chief, are holdovers from earlier days in Manila. Headquarters runs with a smooth serenity which increases as one nears the top of the organization chart and reaches its maximum in the large, well-upholstered, air-conditioned room on the Dai Ichi Building's sixth floor,

Light in Weight...
 Warm as Toast...
 Worn by Champs...
 Coast to Coast!



ACE CAP

100% VIRGIN WOOL

Visit the famous ski runs atop California's lofty mountains or the Adirondack's popular toboggan slides, and you'll find the ACE CAP worn by Winter Sports Champions. The ACE CAP stays put—up or down... its snug aviator style protects forehead, neck and ears.



Available at good stores everywhere in solid colors and school color combinations. Three weights—Bantam, Medium and Heavy. One size fits all heads.

THE LION KNITTING MILLS CO.
 3256 West 25th Street • Cleveland, Ohio

It's Wise, It's Smart,
 It's Healthful, Too
 It's Good, It's Pure,
 It's Made For You
 It's Sweet Or Unsweetened,
 It's Florida's Finest
 Donald Duck Orange Juice...
 To Your System Is Kindest



This health-giving juice from uniformly delicious fruit -- grown, picked, packed, and shipped by the

FLORIDA CITRUS CANNERS COOPERATIVE

Growers of Florida's finest
 Citrus Fruit
 LAKE WALES, FLORIDA

WE KNOW WHAT WE CAN
 'CAUSE WE CAN WHAT WE GROW



CONTINUED ON PAGE 127

Gifts in the Shulton Tradition



1



2



3



4

EARLY AMERICAN
Old Spice
*



5



6



7

EARLY AMERICAN
Old Spice
*
FOR MEN



8



9



10



11

EARLY AMERICAN
*Friendship's
Garden*
*

- 1—Vanity Box—America's Own Fragrance . . . 7.00
2—Homestead Box—Toilet Water, Bath Powder 2.00
3—Quadrille Box—Roses-and-Spice Toiletries . 1.25
4—Trunk Box—Two lavish tiers of charm . . . 5.00

- 5—Three Shaving Essentials—in compact set . . 2.75
6—Complete Shaving Luxury—bath soap, too . . 5.00
7—Travel Set—Good grooming for men-on-the-go 1.25

- 8—Ribbon Box—Toilet Water, Soap, Body Sachet 2.50
9—Bath Salts—eight sticks in wall container . 1.00
10—Prom Set—four ways to daintiness 1.50
11—Beauty Box—full tribute to loveliness . . . 5.00

SHULTON
Rockefeller Center, New York

*Reg. U.S. Pat. Off.

WORLD CHAMPION AMMUNITION



In the world-famous Super-X shot shell, the Western Cartridge Company, one of the divisions of Olin Industries, gave hunters such improvements in range, power and pattern that the whole conception of shotgun shooting was revised. The Super-X shot shell, produced in 1921, was America's original long range load with progressive burning powder. Wild-fowl hunters can count upon quick, clean kills when shooting Super-X at high, fast flyers.

Just as famous for upland game is Western's Xpert field load in all popular gauges. Its performance is uniformly out-

standing, yet its economical price makes it available to any man who owns a gun.

Western Super-X Center Fire cartridges have also enjoyed unparalleled popularity among the world's big game hunters, match marksmen and peace officers for generations.



*Contributing to Your Protection,
Comfort and Well-Being*

Products of Divisions, Subsidiaries, Affiliates

Ask the men who win small bore rifle championships what they think of Western 22's. They should know, because they shoot Super Match Mark II's in match after match and Xpert 22's for practice. Ask the hunter of small game and pests what he thinks of Super-X 22's. He knows that the introduction of this accurate, hard-hitting ammunition made a man's size rifle of the once humble 22.

For every pistol, rifle and shotgun of standard calibers and gauges there is Western ammunition designed to do a specific job in that firearm—and do it better. OLIN INDUSTRIES, INC., East Alton, Illinois

WINCHESTER ARMS, AMMUNITION, FLASHLIGHTS, BATTERIES, ROLLER SKATES • BOND FLASHLIGHTS, BATTERIES • WESTERN AMMUNITION, TARGETS, TRAPS • WESTERN BRASS, BRONZE, PHOSPHOR BRONZE, NICKEL SILVER, COPPER, HEAT EXCHANGERS • EQUITABLE, COLUMBIA, LIBERTY AND WESTERN COMMERCIAL EXPLOSIVES, BLASTING CAPS, BLACK POWDER, RAILWAY FUSEES AND TORPEDOES.

from which, behind a wide and scrupulously tidy desk, MacArthur manages the whole enterprise.

Thinner now than he was in the days of the New Guinea campaign but still inclined to energetic gestures and paces of the floor, MacArthur enjoys receiving occasional visitors in his office and telling them off the record what he thinks of the occupation so far and what he expects of it. He feels that the Japanese are sincerely eager to replace the vacuum left by their previous militarism with a wholesome and practicable form of democracy and that Americans are capable of giving them this. He considers the most serious threat to the program to be the challenge of communism, both ideological and strategical. And he is deeply aware of the urgent significance of his present assignment—which goes far beyond even the limits of the Potsdam declaration and far beyond the mere geopolitics of U.S. rivalry with Russia.

To the thoughtful observer in Japan it becomes clear that the presence of Americans there, and hence the whole present episode, represents a historical landmark to which perhaps only the discovery of the Western Hemisphere is truly comparable. The Japanese are people who migrated eastward from Asia and were stopped by the Pacific Ocean. Trapped in a historical and geographical pocket, worshipping their own past in the form of ancestors, they made a virtue out of retrogression and by means of it developed a fragile, nervous and yet brilliant civilization which lay imprisoned in the 19th Century like a butterfly in amber. For, while the Japanese had been receding toward a remote and upside-down perfection of their own, the European world had been racing in the opposite direction. When Americans reached the coast of California, it meant that two antithetical trends in human development were separated only by calm water; and that, in view of the nature of the Western trend, this water would be crossed.

The Japanese surrender gave the world's most intensely Occidental country, and one which had never really run an occupation, the job of occupying the most intensely Oriental country, and one which had never been defeated. Moreover, it marked the first global milestone in Occidental progress, and as such it was a test not merely of MacArthur, not merely of American democracy but of the whole aim, direction and vitality of European civilization, which Japan can eventually accept or reject.

MacArthur is sensitive to these values and perspectives, though he expresses them more characteristically. "My job here is Mars's last gift to an old warrior," he said recently, shaking the box of matches with which he lights and relights his pipe to emphasize his meaning. In Tokyo such a phrase acquires a kind of truth from its context. The planets, Mars included, seem closer in the clear Pacific sky; and the rattle of MacArthur's matchbox becomes there a sound symbolic of the place and time, like the clatter of jeeps on the nameless streets, the scuffle of wooden soles on their rough stones and the tinkle of Tokyo's new songs behind thin walls and paper windows.



IN YOKOHAMA General Robert L. Eichelberger confers with his chief of staff, Major General Clovis E. Byers. Eichelberger commands occupation army.

Like One of the Family!



Blackie: "Wait a minute, Whitey, shouldn't we knock first?"

Whitey: "Come on, Blackie, we're regarded as one of the family."

Very true, Whitey — BLACK & WHITE gets the glad hand everywhere because this famous Scotch has the character that always pleases. Folks have learned that the fine quality of BLACK & WHITE is always dependable—the same today as it always was.

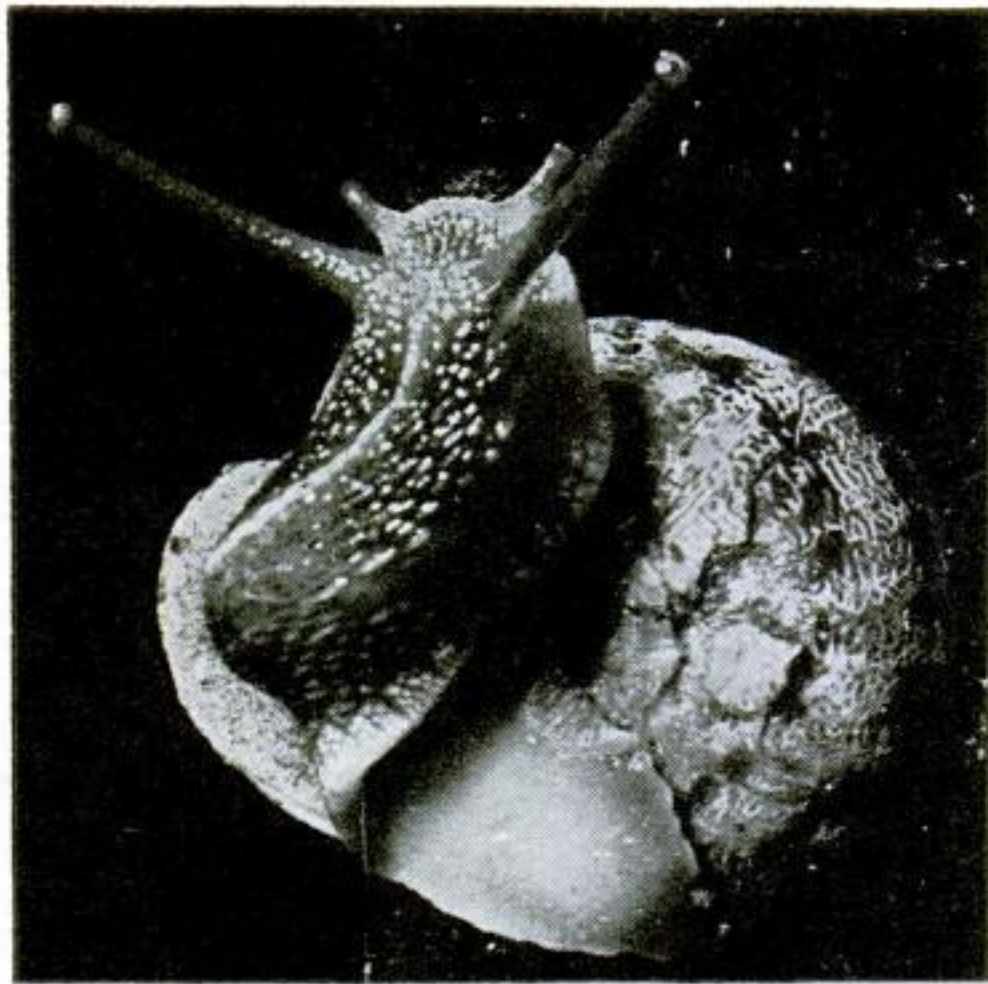


"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS



COMMON GARDEN SNAIL IS SYMBOL OF THE SOCIETY

Life Goes to a Snail Watch in England

Britons stage race with slow-moving animal they consider model for man

The British Snail-Watching Society is an organization dedicated to the theory that man, harassed by the mounting tempo of modern life, has something to learn from contemplating the snail. The society's whimsical propaganda has fascinated England and even resulted in editorials in the *Times*. A recent meeting of the society, at which the pictures on these pages were taken, featured a snail race which, to snail-lovers, is the equivalent of the Kentucky Derby.

The Snail-Watching Society was founded last year as an elaborate family joke by Peter Henniker Heaton, an ex-employee of the Admiralty, after he had extravagantly admired a roadside bank silvered by snails after a rain. The snail, Henniker Heaton

declared, can teach man a thing or two because it has solved many of man's own dilemmas: 1) it carries its house on its back, 2) it makes its own roads by glandular excretion, 3) it takes its time.

Already the society has 70 members, a book full of press clippings and correspondence from far parts of the world. Its members write indignant letters to the press protesting such barbaric customs as eating snails, of which there are 40,000 varieties. Best known are the small garden snails of the order *stylommatophora*, but in Australia there is a variety, *megalatractus probosciferus* Lamarck, whose shell measures two feet. Of the society's favorite sport, Henniker Heaton says, "When you are used to snail-racing, horse races are over too quickly."



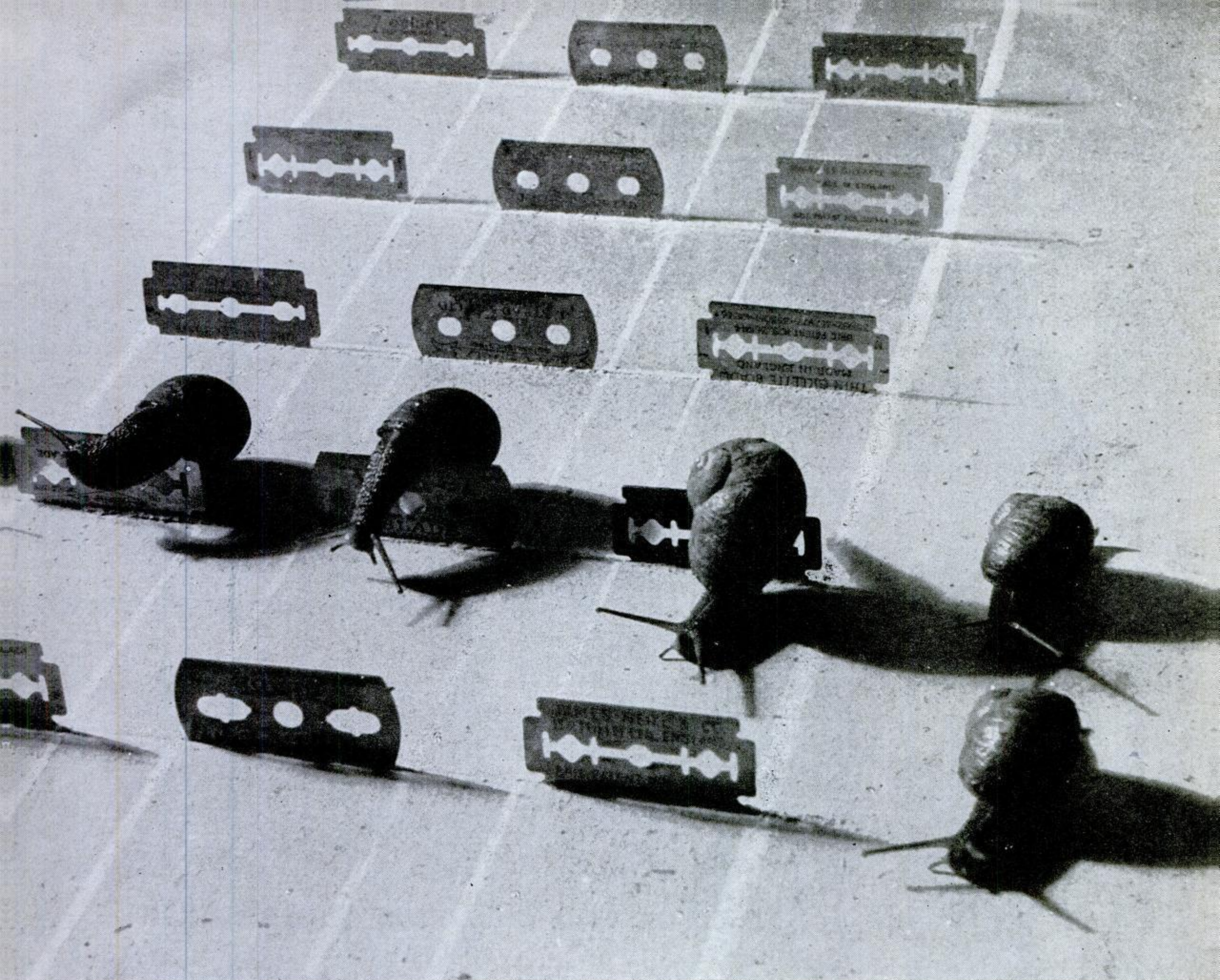
DERBY WAS STAGED OVER A 30-INCH COURSE WITH



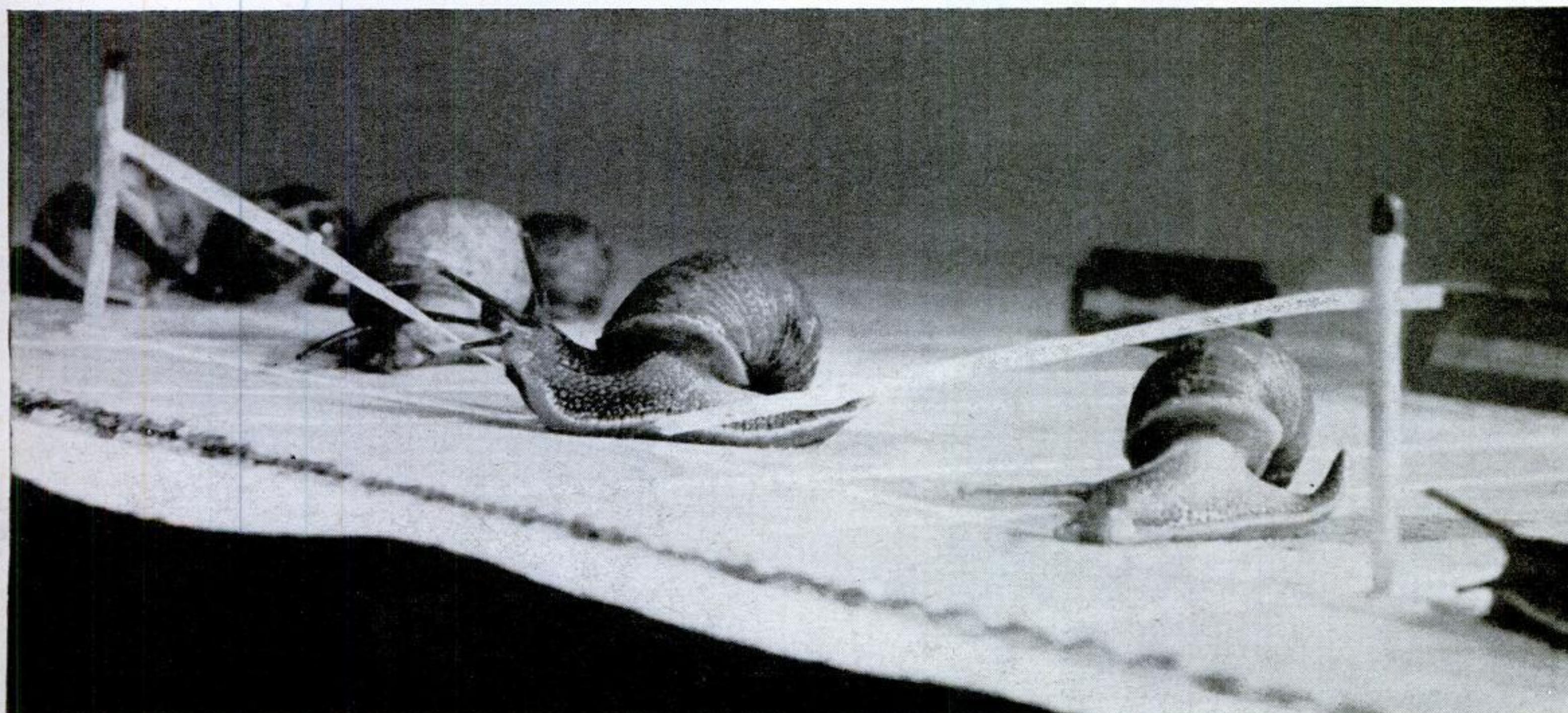
PRESIDENT of snail-watchers is Ernest W. Marshall, who is demonstrating watching technique. Intricacies of snail behavior can be seen as it moves along sheet of glass.



SNAIL TOUTS ardently encourage their favorite derby entries. Rules allowed them to put wandering snails back on course but forbade them to give any other assistance.



BLUNT RAZORS AS OBSTACLES. WINNER WAS ATOM (CENTER) WHO BESTED AIRSPEED (LEFT) AND MERCURY WHILE OTHER SNAILS STOOD BY. TIME: SEVERAL HOURS



BREASTING THE TAPE, Atom wins with Mercury slithering close behind. Atom won despite fact he took lengthy nap in mid-race. During long ordeal snails did not seem

to be aware that a fresh cabbage leaf was waiting for them at the goal. Actually snails clambered over razors without touching edges. Sticky excretion enables them to do this.

*Amazing...
how Smart
some women are!*

They'll think that, every time . . . and they'll mean you . . . when your gift is Superba SUGAR AND SPICE tailored ties. They'll approve the exclusive texture of the fine, beautifully-draping material . . . the distinctive, original designs, the powdery softness of the colors . . . and the way they valet themselves to perfect smoothness, overnight. Your gift of Superba tailored SUGAR AND SPICE ties will say "smart woman" to him. (Yet they cost only one dollar.)

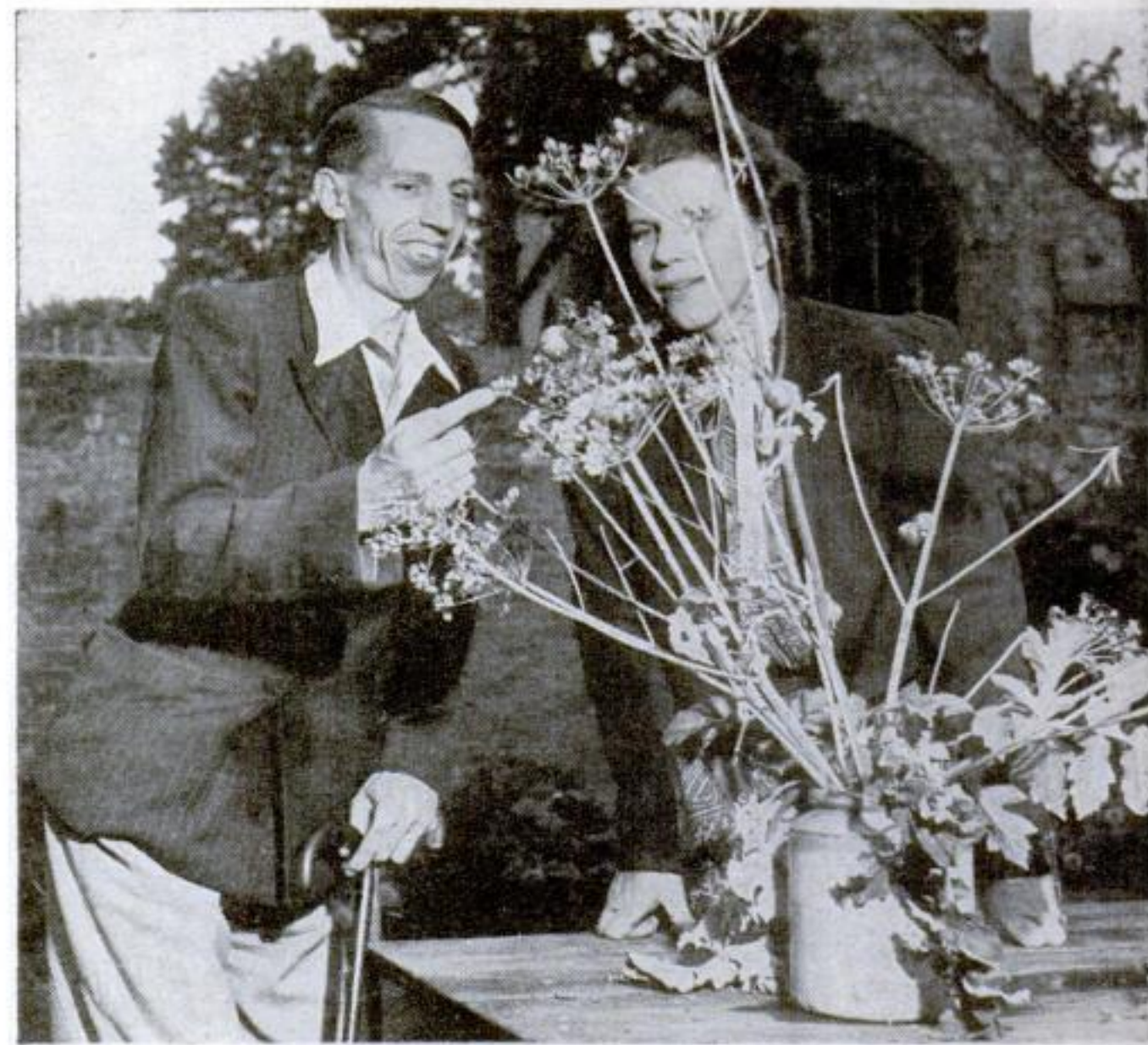
SUPERBA
The Tailored Tie

IN "PERSONALIZED
COLORS"

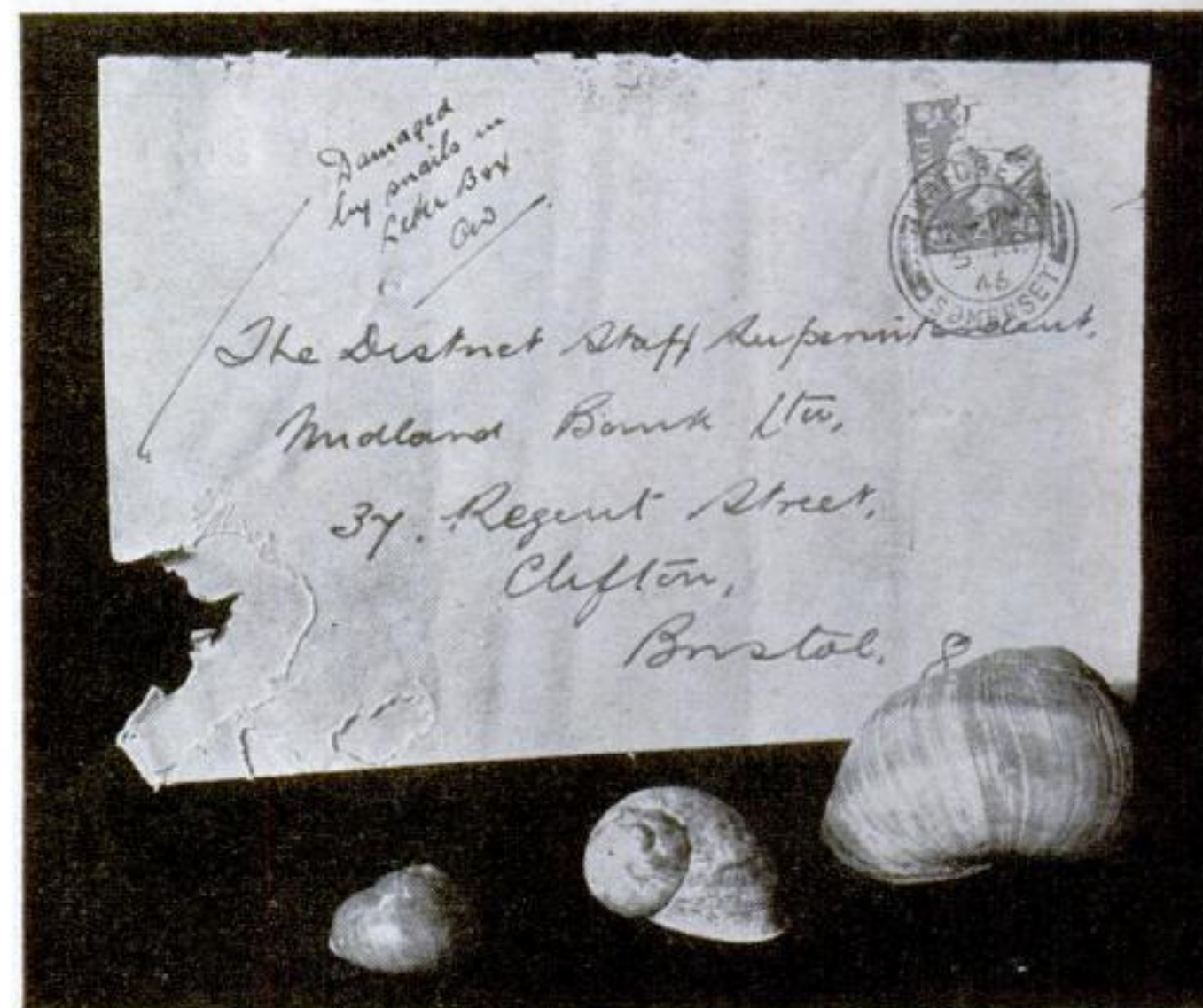
\$1 to 6⁵⁰

Copyright 1946, Superba Cravats

Snail Watch CONTINUED



SOCIETY FOUNDER, Peter Henniker Heaton, shows his wife how snails crawl up plants where they feed. Non-snail-lovers consider them a garden pest.



PRIZE POSSESSION of the society is this letter which was delivered with the postmaster's explanatory notation: "Damaged by snails in letter box."



SOCIETY ARCHIVES include these clippings displayed above collection of colored snail shells. Among them is an editorial from the *Times* about snails.

CONTINUED ON PAGE 132



"Things sure have changed at our house!"

Jim's all but sprouted wings—since we changed to an Englander Mattress"



Better Rest makes Better Husbands!

Will an ENGLANDER Mattress reform old Lazybones? Make him shoulder the snow shovel and whistle off to work? *Very likely*, says science! A mattress *correctly built* means better rest . . . *restorative* rest . . . the most important single factor in cheer and energy!

No Mattress like Englander

Luxurious ENGLANDER Mattresses are specially designed to give you the support nature demands . . . *balanced* support for every part of your body. Exclusive features combat sag, bulge, hollows. *For only when your muscles are completely free from strain can your tired body renew itself.*

Ask for . . . *wait for* . . . an ENGLANDER Mattress . . . the name that has stood for quality bedding since 1895. Get ENGLANDER'S "floating comfort", magically resilient springs, superb hand craftsmanship . . . the *utmost* in sleep luxury. Sound rest is far too vital to compromise on less.

The Englander Company, Inc., Chicago, Illinois

See how ENGLANDER EQUALIZER
keeps spine level . . . encourages deep, refreshing sleep



UNLESS MATTRESS PROVIDES extra support where pressure is greatest, naturally your spine sags . . . can cause immeasurable harm, say doctors . . . may result in backache, tension, chronic fatigue.

ENGLANDER EQUALIZER, built into pressure area, is designed to provide level sleeping posture which doctors urge. You feel the difference instantly . . . in comfort, relaxation, gloriously restful sleep.



Ask to see Englander Box Springs to match.



"FOR PLEASANT MOMENTS"—

Why is it that people who live in glass houses
almost always serve PM?

Why? Because the Pleasure's Mutual!

For Polished Mellowness, for Perfect Mixing,

Ah! . . . set that setup down!



IF IT ISN'T

PM

IT ISN'T AN EVENING

National Distillers Products Corporation, New York
Blended Whiskey. 86.8 Proof. 71% Grain Neutral Spirits.

Snail Watch CONTINUED



SNAIL ANTHEM is variation on old nursery rhyme about four-and-twenty tailors who went to kill a snail. Here it is played by Harpist Catherine Farmer.




RARE COIN, issued by a Worcestershire village during wartime metals shortage in 1790, is prized by snail-watchers because of snail depicted in foreground.



SNAIL-TRAIL STITCH is demonstrated by a society member who is expert embroiderer. Stitch is variation of chain stitch in use since 17th Century.

THIS CHRISTMAS... GIVE


Gifts of Fine Leather
by
ENGER-KRESS



FOR HIM—THIS

Gentleman's Billfold

It's handsome... It's neat and smart. Handy features, spaces for items he needs to carry. Rich leathers. He will use it daily. \$4 to \$7.50 plus tax... at good dealers.




SECRET POCKET

FOR HER—THIS


Gillfold

The exquisitely beautiful Beau-Knot, the season's latest and smartest. In rich black or red goat-skin, or hazel pig-skin. \$5 plus tax.



COIN PURSE ON BACK

ENGER-KRESS
WEST BEND, WISCONSIN



The Mark of America's Smartest Leather Goods



AS GROOM WIPES OFF LIPSTICK BRIDE DEPOSITS SOME MORE ON NELSON

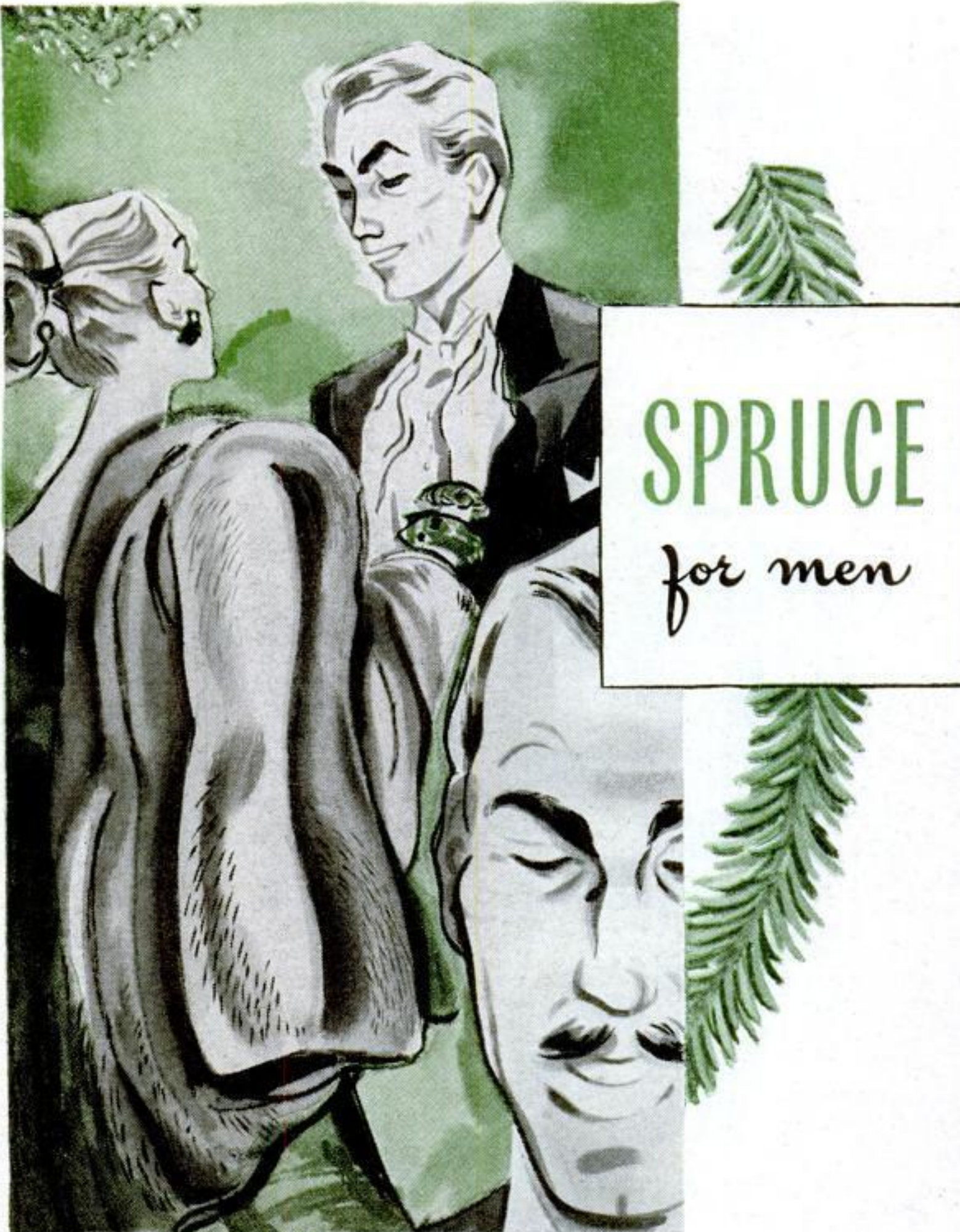


GRINNING TUXEDOED GROOM ADMIRES NELSON'S FIRM KISSING STANCE

KISSING THE BRIDE

Old wedding custom provides broadcaster with interesting new work on a silly radio program

After weddings it is the happy prerogative of all male guests to kiss the bride, a custom which the groom is supposed to put up with gracefully. On a Los Angeles radio program called *Bride and Groom* (ABC) which makes a practice of marrying off five couples every week and interviewing them over the air afterward, a master of ceremonies named John Nelson takes enthusiastic advantage of this custom. Nelson grabs every bride and kisses her while the groom is forced to hold the microphone so that the resulting smack is broadcast over a nationwide hookup. In a year of this pleasant work, Nelson, who is the father of two children, has managed to buss 260 brides, has accumulated an estimated 1¼ pounds of lipstick and still cannot explain why his technique has antagonized no grooms. The answer may lie in the fact that couples get wedding expenses paid for, plus gifts like refrigerators, stoves, silverware, jewelry and in two cases, B-17 bombers.



Simply Superb!



Gentlemen prefer the unobtrusive, cool, forest-fresh scent of Spruce . . . the smartness of its elegant simplicity. Spruce toiletries for men are unerringly correct and appreciated. Ivory plastic Shave Bowl with lock-top closure • Shave Lotion • Talc • Cologne Deodorant • Hair Dressing • Soap for Men • In sets or singly, one to three dollars.

Wrisley



NORWEGIAN GROOM LOOKS ODDLY PLEASED AS HIS BRIDE GETS BUSSED.



THIS NELSON KISS IS DELIVERED WHILE HE HOLDS BRIDE'S HAND TIGHTLY



GROOM GRIPS MIKE AS NELSON, BRIDE GET GOOD GRIP ON EACH OTHER

CONTINUED ON NEXT PAGE



GOWNS BY BEN REIG

PHOTOGRAPH BY JOHN RAWLINGS

ADD EXTRA CHEER TO YOUR *Holiday Meals* WITH VALLIANT CALIFORNIA BURGUNDY

How festive your table looks with glasses of glorious red Valliant Burgundy at each place! How superbly its smooth, well-rounded flavor complements your holiday meal—adding new zest to main course dishes. The high character of Valliant Burgundy is a heritage of vineyard cuttings imported long ago from Europe. And to protect its choice quality, it is bottled by the winery in California. Enjoy it every night—at home or at your favorite club or restaurant.

A GIFT IN GOOD TASTE

What can make a more appropriate gift than famous Valliant Burgundy . . . a half case or several bottles! It is a gift that is good taste . . . and good taste with any food.

OTHER VALLIANT CALIFORNIA WINES

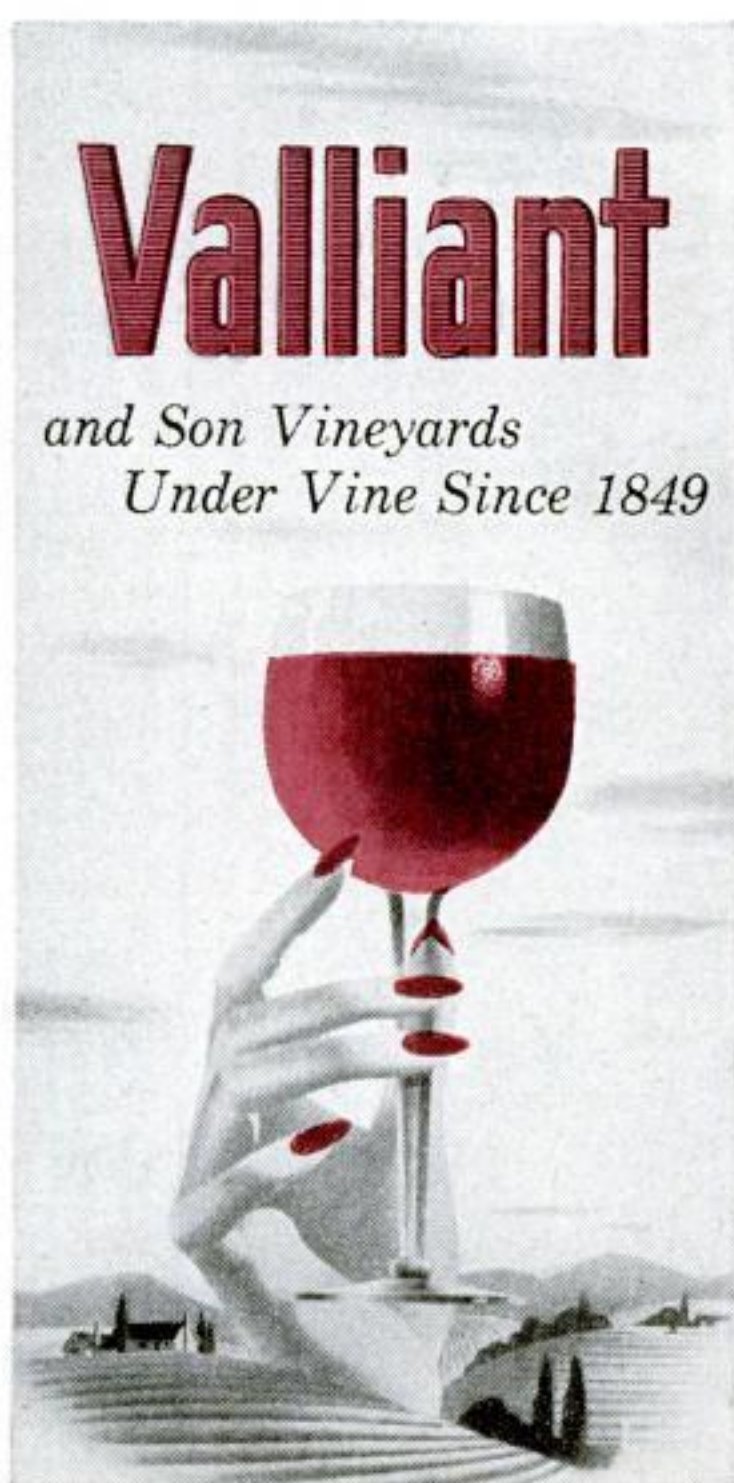
Valliant appetizer and dessert wines

Sherry, Port, Muscatel.

Valliant table wines

Burgundy, Cabernet, Sauternes, Riesling.

W. A. TAYLOR & COMPANY, N. Y. C.
SOLE DISTRIBUTORS FOR U. S. A.



PRINCE ALBERT

SMOKING TOBACCO

*Whether he smokes a pipe—or
rolls his own cigarettes—a
Christmas gift of crimp cut
Prince Albert is sure to please*

Dealers everywhere are featuring this
16-ounce tin of Prince Albert for
Christmas gifts. It's all ready to give
—gay Christmas wrapping—even space
for your own personal greeting. Give
him Prince Albert and you can be sure
your gift will be appreciated.

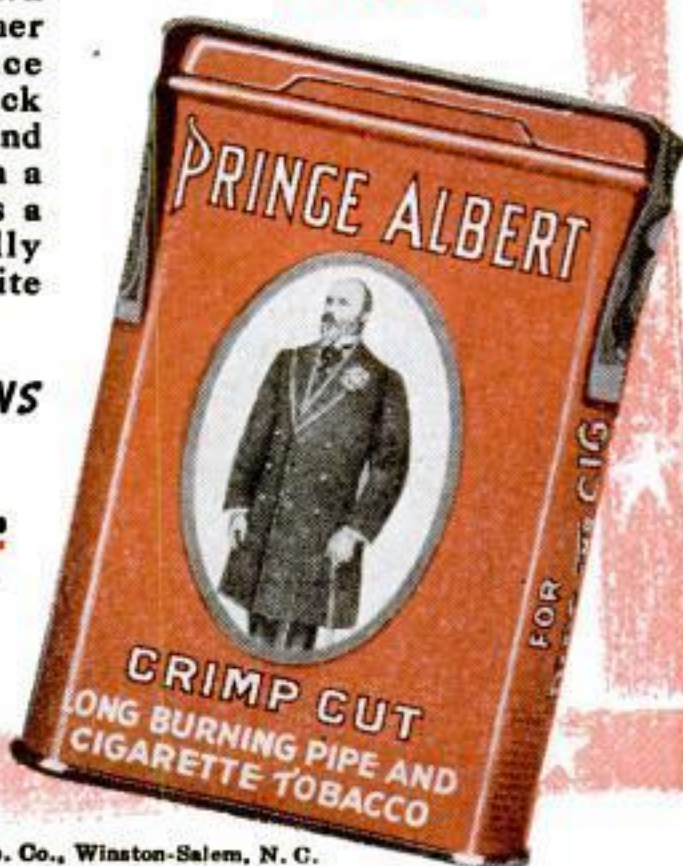


16-OZ. TIN
Also available
in 1/2-lb. size

★ For pipes or roll-your-own
cigarettes, there's no other
tobacco quite like Prince
Albert. It's crimp cut to pack
better in a pipe, to draw smooth and
easy—or to roll up fast and firm in a
"makin's" cigarette. And P. A. has a
mildness all its own—it's specially
treated to remove harshness and bite
...to smoke cool, rich, and tasty.

FOR PIPES OR ROLL-YOUR-OWNS

THE NATIONAL JOY SMOKE



R. J. Reynolds Tob. Co., Winston-Salem, N. C.

Kissing the Bride CONTINUED



BRIDE TEETERS, CLUTCHES HAT KNOCKED ASKEW BY NELSON'S ARDOR



RETREATING BRIDE HOLDS THE GROOM'S HAND BUT NELSON KISSES HER

Choice of a lifetime...



It's Tom and Jerry time! It's time to taste the lighter, finer flavor of the choicest whiskey ever to bear the grand old name *Golden Wedding*. Make it your choice of a lifetime.

Golden Wedding

Has
had no
peers for
fifty
years

BLENDED WHISKEY. 85 PROOF. 75% GRAIN AND POTATO NEUTRAL SPIRITS. JOSEPH S. FINCH & COMPANY, SCHENLEY, PA.



"Mom says to get the kind with
the Green Giant's picture"

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods
of Canada, Ltd., Tecumseh, Ontario.

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